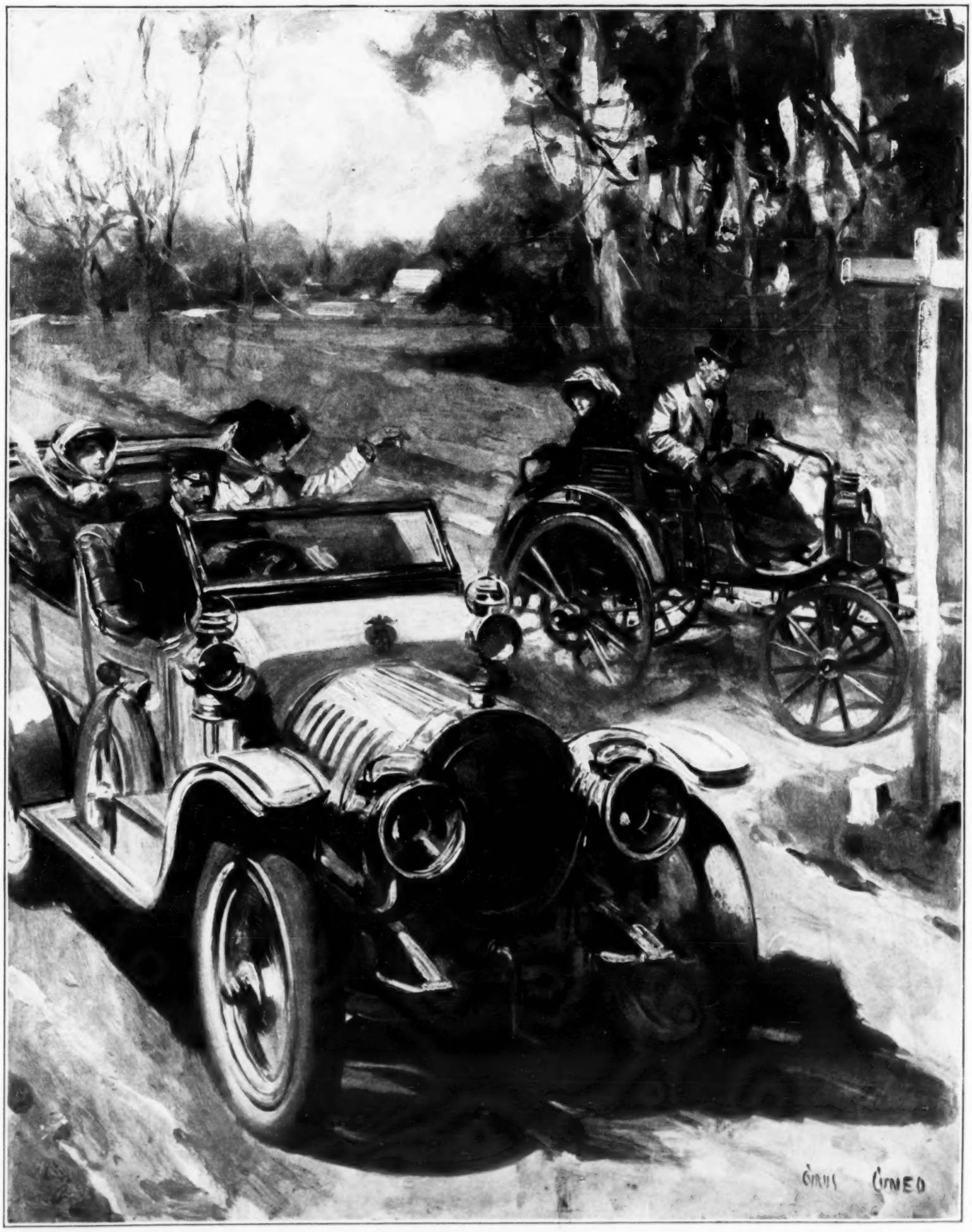
THE OLYMPIA AUTOMOBILE EXHIBITION SPECIAL SUPPLEMENT, 1911.



A REVOLUTION IN NINETEEN YEARS: A MOTOR-CAR OF TO-DAY PASSING A PANHARD-LEVASSOR OF 1892.

Drawn by Cyrus Cuneo, R.O.I.

ARMSTRONG-WHITWORTH

DESIGN, MATERIAL, & WORKMANSHIP ensure ABSOLUTE TRUSTWORTHINESS.

1912 MODELS AND CHASSIS PRICES:

15-20 h.p., four-cyl., 80 by 135, four speeds 815 by 105 tyres, £375
17-25 h.p., four-cyl., 85 by 135, four speeds, 820 by 120 tyres, £435
20-25 h.p., four-cyl., 95 by 120, four speeds, 820 by 120 tyres, £465
25-35 h.p., four-cyl., 100 by 120, four speeds, 820 by 120 tyres, £509
30-50 h.p., six-cyl., 90 by 135, four speeds, 815 by 135 tyres, £850

All Models covered by Comprehensive Insurance Policy.

See these **FAMOUS BRITISH CARS** at

Stand 57 Olympia.

SIR W. G. ARMSTRONG, WHITWORTH & CO., Ltd.
Elswick Works, Newcastle-on-Tyne.

Sales Department:
25, Blenheim St., Bond St., London, W.
. . 114, Deansgate, Manchester. . .

Austin

"The Car that has set the fashion to the Motoring World."

YEAR AFTER YEAR

the demand for the Austin car increases, necessitating a larger output each year.

We regard this as the best evidence we can present to shew that our cars are eminently satisfactory—judged from every standpoint. Our models have been such a success that there will be

NO CHANGE

FOR THE COMING SEASON.

Austin chassis and Austin carriage work—both designed and built in one factory will, as usual, represent the highest standard. You may see them at our Works or at

OLYMPIA STAND 36

We have received orders from Agents for next season in excess of our total output of the current season. This is a significant fact which prospective purchasers of Austin cars should note.

MODELS:
10 h.p., 15 h.p., 18-24 h.p., 40 h.p. 4-cyl.
50 h.p. 6-cyl.

LONDON: 134, Long Acre, W.C.
MANCHESTER: 130, Deansgate.

THE AUSTIN MOTOR CO., Ltd.,
LONGBRIDGE WORKS, NORTHFIELD,
BIRMINGHAM.
PARIS: 134 Avenue de Malakoff.

NORWICH: 18-22, Prince of Wales Road.

Austin clients obtain a cleaner design, a better grade of material and workmanship, and a higher degree of "finish" than that found in any other car irrespective of price.

A CAR FOR EVERYBODY!

STAND NUMBER 51

De Dion Bouton

NINE NEW MODELS,

6 h.p. to 50 h.p.

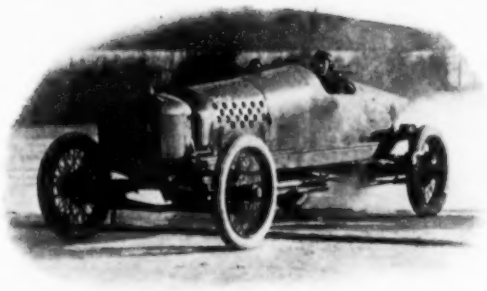
Chassis with Tyres:

£156 : 10 : 0 to £681 : 10 : 0

WILL YOU TRY THE De Dion Bouton 26 H.P. EIGHT-CYL.?

DE DION BOUTON, (1907) LTD., 10, GT. MARLBOROUGH ST., W.

OLYMPIA 'PHONE NO: 4013 WESTERN



THE GREATEST CAR OF THE YEAR.

SUNBEAM

NOT specially built for the occasion, but standard specification and build in every respect; the 25-30 h.p. six-cylinder SUNBEAM put the crown on a season of exceptionally brilliant SUNBEAM successes by breaking the 12 hours' record with an average speed of 75·58 miles per hour. The total distance covered in the 12 hours was 907 miles.

IN every one of the many competitions in which SUNBEAMS have taken part they have, significantly enough, always been amongst the winners.

OLYMPIA, STAND No. 69.

WE shall exhibit chassis and complete cars of the following models:

12-16 h.p. SUNBEAM, 4-cylinder.
16-20 h.p. SUNBEAM, 4-cylinder.
25-30 h.p. SUNBEAM, 6-cylinder.

THE SUNBEAM MOTOR CAR COMPANY, LTD.,
UPPER VILLIERS STREET, WOLVERHAMPTON.

Agents for London and District: J. KEELE, Ltd., 72, New Bond Street, W.

BOSCH

THE WORLD'S BEST IGNITION,

will be exhibited at

Olympia, Stand No. 256

and

73, Hammersmith Road

(Right opposite Hammersmith Road Entrance to Olympia).

Our 1912 Patterns make other machines obsolete. Delivery not before January, 1912.

THE BOSCH MAGNETO CO., Ltd.,
40 & 42, Newman St., Oxford St., London, W.
Telegr.: "Bosmag, London." Phone: Central 4313 (3 lines).

Specify 'BOSCH' ignition when ordering your new car.

YESTERDAY (the 3rd) the annual Exhibition of Motor-Cars and their Accessories, which has now become a regular function of the London winter season, opened its doors at Olympia. That huge building has really proved inadequate to the demands of the industry and trade for space, for the "House Full" bills went up some months ago. All the leading types of British automobiles, and all those worthy of consideration which come from abroad, will be found to-day and next week at West Kensington, and will, one and all, mark the high-tide of automobile construction. No great departures in design or innovations of a striking character are presented; but chief among the exhibits which are likely to arouse specific attention are the single sleeve-valve engine shown by Argyll Motors, Ltd., and the Darracq Corliss-valve type motor presented by that company. All other points of interest will be centred on improvement in detail and the perfecting of the automobile as a whole through all the models, should be cited. In the first case, the distribution gear-wheels have been replaced by chains of the noiseless type. Two chains are used, and not one made to enwrap three wheels. The magneto is now fitted with the Bosch standard form of spring-drive, and in all the models the pump and magneto are carried much higher up the engine than usual, so making the magneto peculiarly accessible. The valve-stems and tappets are enclosed, and we are told that a series of exhaustive experiments on cam-form as affecting horse-power has led to slight alterations in the lift and timing of the valves and in the cam-contour itself, to the increase of engine-power at high speeds without increasing noise. The springing has been re-designed and improved, the rear three-quarter elliptics in the 16-20-h.p. and the 20-28-h.p. models being underhung. The use of Timken adjustable conical roller bearings has been extended, these bearings being now fitted to all the hubs of all models.

Fine "Fiat" Cars. Italy served no apprenticeship to automobile engineering. She went through no novitiate, but just as the motor industry became a practical thing, with some possibility of profit, her brilliant engineers picked up the business at the stage to which France and England had arrived by dint of much spadework, and went on prospering and to prosper. One of the first firms, if not the first, to build up-to-date cars in Italy was the F.I.A.T. Company, and immediately these cars "caught on" in this country, where they have been admirably handled by the English company. So satisfactory have the cars of 1911 proved that no special departure in design or detail will be observed in the two show chassis displayed upon the stand. These are the popular 15-h.p. four-cylinder, 80 mm. by 130 mm., and the 35-50-h.p. four-cylinder, 110 mm. by 150 mm. A very interesting enclosed body—a Berline on a 35-50 chassis—in which the forward part of the body is caused to merge into the curve of the bonnet in a very graceful manner, will be on the stand. The interior of this handsome carriage is beautifully finished in variegated woods, and the upholstery is most luxurious. On a 15-h.p. chassis is a d'Orsay limousine; on a 20-30-h.p. chassis a cabriolet by Maythorn, and also a station-landaulette. These will well repay inspection.

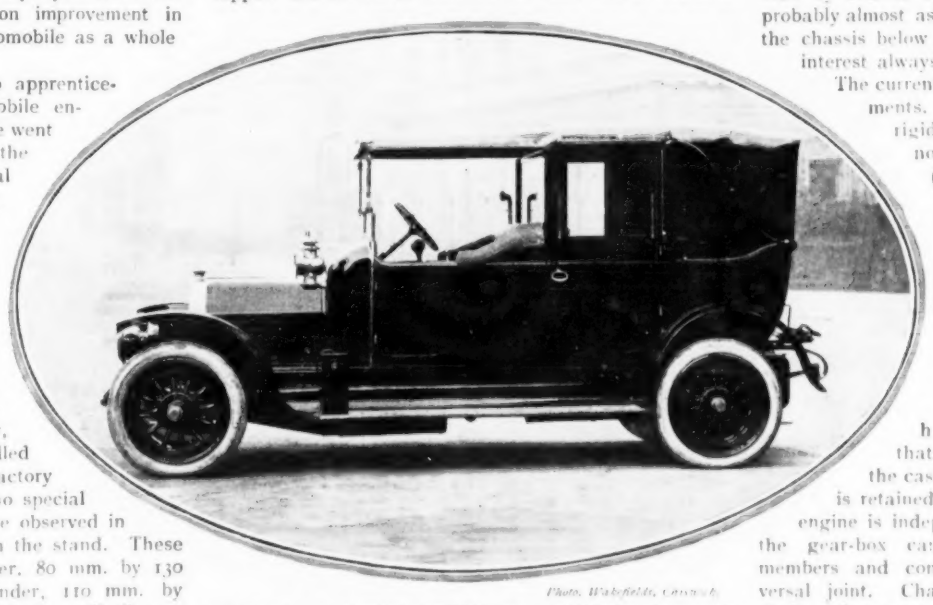


Photo. Wakefields, Limited.

BUILT FOR A FAMOUS ACTRESS BY A FAMOUS FIRM: THE NEW FIAT CONSTRUCTED FOR MISS ELLALINE TERRISS.

The Fiat Company, or, perhaps, to be accurate, we should write the F.I.A.T., was one of the first firms in Italy to build up-to-date motor-cars, and it has attained a most enviable reputation for excellence of workmanship and smartness of style. No great departure has been made in design or detail for the cars of 1912.

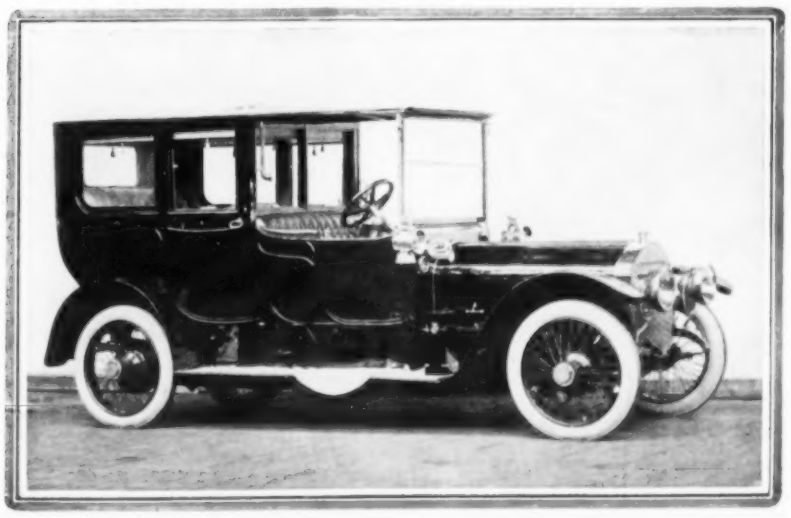
Some Wolseley Improvements. Save for carefully considered detail-improvements and the introduction of a new 35-40-h.p. four-cylinder chassis, the well-esteemed Wolseleys will be found very much as last year. The detail-improvements, which run

Rare Rolls-Royce. The word has gone forth that in future Rolls-Royce cars will not be called by the number of the year, such as 1911 type, 1912 type, and so on, but as the cars are in a state of improvement first, last, and all the time, they will be distinguished by or divided into "series." The Olympia Show of 1912 is to be robbed of a great attraction by which many of its predecessors have profited. There will be no polished Rolls-Royce chassis. All the devoted design, the carefully considered form, the perfect proportioning, the splendid material, are, in respect to the three 40-50-h.p. chassis staged, shut off from the public view by bodies, beautiful and attractive in themselves, probably almost as fine in their particular production as the chassis below them, but failing in the enthralling interest always excited by the Rolls-Royce chassis. The current Rolls-Royce contains many improvements. The chassis has been made more rigid and simpler in form, and there are notable changes in the engine by which (it would seem to be hardly possible!) its running has been still further improved.

The Crossley Departures. In engineering circles Crossley is certainly a name to conjure with, and no excuse is necessary for drawing attention to the developments of the famous Crossley cars for 1912. The 12-14-h.p. will continue almost as before, save that it will be known as the 15-h.p. In the case of this model the motor unit system is retained; but with regard to the 20-h.p. the engine is independently three-point suspended, and the gear-box carried on a pair of tubular cross members and connected to the clutch by a universal joint. Chain-drive is provided to both cam-shaft and magneto in both cases. A leather-faced cone-clutch now supplements the metal-to-metal clutch of this year. Lubrication is forced in both chassis to main and connecting-rod bearings. Bodies of four different types are shown on one 20-h.p. and three 15-h.p. chassis.

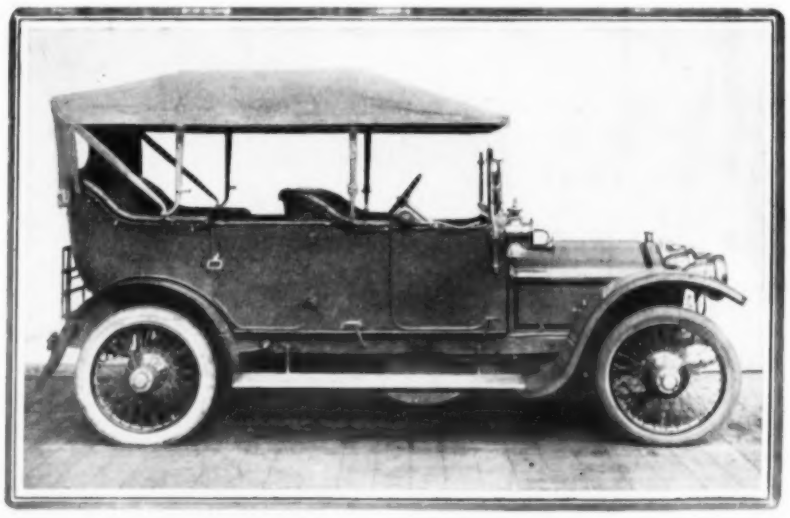
Dunlop Tyre. It would be futile to eulogise the tyres sold by the Dunlop Tyre Company. Their resilience and wearing qualities are altogether too widely known to need emphasis here. But attention should be given to the new steel-studded non-skid, in which the hardened steel studs are carried on an over tread of the most durable leather, and stand well high of the leather itself. The tread is so secured to

(Continued overleaf.)



AN ELABORATELY FITTED BUT EASILY HANDLED CAR: THE 50-H.P. WOLSELEY IMPERIAL LIMOUSINE.

Amongst the features of this car are Rudge Whitworth detachable wheels, a screen with adjustable joints and a canopy over the driver's head, interior electric lights, two folding chairs with backs, arm-rests, a speaking-tube to the driver, and a lady's and a gentleman's companion.



WITH FOLDING SCREEN AND PATENT "ONE-MAN" HOOD: THE 12-16-H.P. WOLSELEY FLUSH-SIDED TOURING PHAETON.

The features of this car include Rudge Whitworth detachable wheels, folding screen, and Wolseley patent "one-man" hood. It has a 9 ft. 3 in. wheel base; is fitted with tyre brackets and dish in step; is painted dove grey with green mouldings, is trimmed in green leather, and is finished in nickel.

PALMER

Ribbed and Studded Tyres Reduced over 20%

Send for New List.

We are exhibiting at the Olympia Show at

STAND No. 307.

THE PALMER TYRE LTD.,
119, 121 & 123, Shaftesbury Avenue, London, W.C.
Tyre makers by appointment to his Majesty the King.

CORD TYRES

K148

OLYMPIA MOTOR EXHIBITION,

Nov. 3rd to 11th, 1911.

Humber

We are exhibiting the following range of New Models:

11 h.p. Four-seated Car:
Engine 68 mm. x 120 mm. Complete with Hood, Screen, Head, Tail, Side Lamps and Horn. **Price £285**

14 h.p. Two-seated Car:
Engine 78 mm. x 110 mm. Worm Drive, Detachable Wheels. **Price £295**

20 h.p. Chassis:
Engine 90 mm. x 120 mm. Worm Drive, Detachable Wheels. **Price £335**

28 h.p. Limousine:
Six-seated. Engine 105 mm. x 140 mm. Detachable Wheels. **Price £720**

Particulars & Specifications at Stand No. 35, or
HUMBER LIMITED, Coventry.

London: Holborn Circus, E.C.; 60-64, Brompton Road, S.W.
Manchester: 33, Blackfriars St. *Nottingham:* Grey Friar Gate.
Southampton: 27, London Road. *Agents Everywhere.*
London Repair Works: Canterbury Road, Kilburn, N.W.

HOTCHKISS

Each car produced under this famous name is an illustration of just how far it is possible for past-masters in the craft of car-design to go in the fulfilment of motorists' desires. Look carefully, inside and out, over every feature, every detail of the

18-22 h.p. 1912 Model,

and you cannot fail to appreciate that here is a vehicle as mechanically perfect as a great and famous engineering house can make it, and designed, fitted, and finished to provide the fullest possible measure of luxurious comfort.

Also being shown:

A 20-30 h.p. Cabriolet.
A 12-16 h.p. two-seater Torpedo, with new type disappearing back seat.

See the 15·9 h.p. 6-CYLINDER DELAGE

At STAND No. 137.

LONDON & PARISIAN MOTOR CO., Ltd.,
87, Davies Street, London, W.

Sole Agents for South of England for Sankey All-Steel Detachable Wheels.

Olympia. Stand 50.

The 15·9 MARTINI

MARTINI

"The Hall Mark of Reliability."

Do not fail to inspect this famous Model at

OLYMPIA

Stand No. 77.

It possesses many novel features which are bound to appeal to the discriminating Motorist. Not built for show, but on sound engineering principles, there is value in every penny of its cost, **£320** (Chassis complete with Tyres).

The 16-24 h.p. Model

in chassis form (Price **£425**) will also be on view, and will repay a close inspection.

If not visiting the Show, permit us to send you full particulars post free.

MARTINI (London), Ltd., 101, FULHAM ROAD, LONDON, S.W.

FIRST

CAR you see on entering Olympia—Stand 59.
CAR in the Show for value; therefore the
CAR you should inspect.

Overland Cars

FINEST VALUE EVER OFFERED.

20-25 H.P. COMPLETE, READY FOR THE ROAD. £265

4-cylinder engine (4 in. by 4½ in.) five-seated, fore-door touring body, gate change, three speeds and reverse, cone clutch, magneto and accumulator ignition, 32 in. by 3½ in. tyres, detachable rims, three oil lamps, two acetylene lamps and generator, complete set of tools, hood, and wind screen.

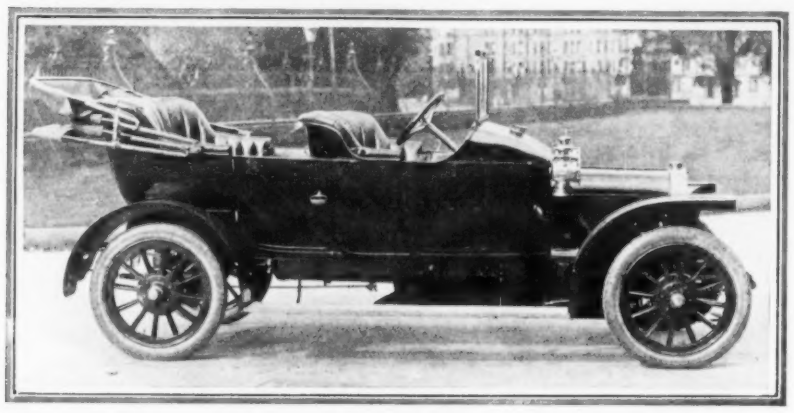
OTHER MODELS:
15-20 h.p. £223
25-30 h.p. £325
These prices do not include hood and screen.

OLYMPIA, Stand 59

OTHER MODELS:
20-25 h.p. £250
30-35 h.p. £395
These prices do not include hood and screen.

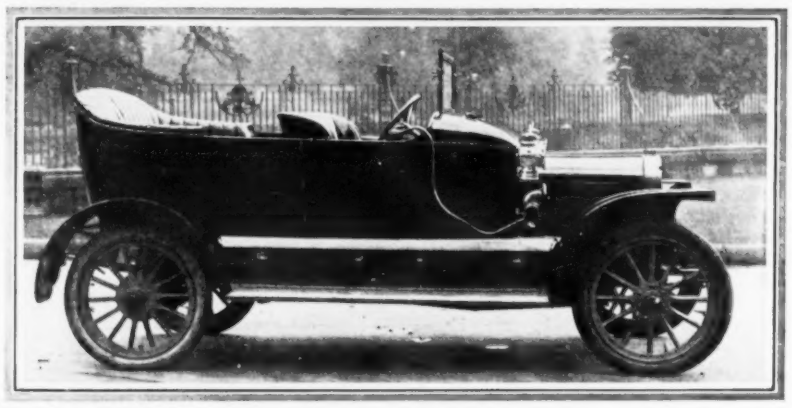
ANGLO-AMERICAN MOTOR CAR CO., Ltd.,
19-21, HEDDON STREET, REGENT STREET, LONDON, W.
Telegrams—"Angammotor, London." Telephone—4383 Gerrard.

the rubber of the cover that it is practically a part of the tyre itself. The cross-cut Dunlops are still great favourites, and, with light cars and well-designed steering, present all the non-skidding qualities really necessary for safety. They are certainly to be highly recommended for steering-wheels, particularly in connection with cars that show a tendency to front-wheel skidding at times. The Dunlop detachable wheel—than which there is nothing of the kind simpler or more secure upon the market—is shown with a few detailed improvements, which will still further recommend it. By the way the drive is conveyed to the wheel it is an impossibility for anything to shear or give way. Once the wheel is screwed home and secured, it is really part-and-parcel of the car itself.



PRICED AT £325 AND DESERVEDLY POPULAR: THE 12-H.P. FOUR-CYLINDER ARGYLL.

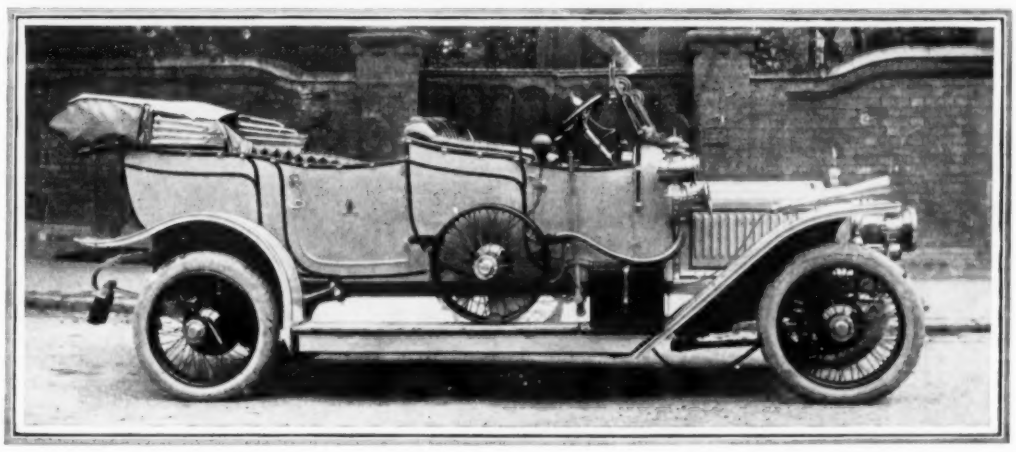
This Argyll (R.A.C. rating, 12·8 h.p.) caused considerable sensation at Olympia a year ago, and will evidently do so this year, when it is shown with minor improvements. It is sent out as illustrated, with complete tool outfit, Lucas Lamps, and horn.



DESIGNED ESPECIALLY FOR THE OVERSEAS DOMINIONS: THE 15-H.P. COLONIAL ARGYLL.

This Colonial car sells for £490. Messrs. Argylls, Limited, are exhibiting a 12-h.p. two-seater, a 12-h.p. flush-sided four-seater, a 15 h.p. torpedo, a 15-h.p. landaulette, a 25-h.p. limousine, and a 25-h.p. polished chassis. Their stand is numbered 80.

Hotchkiss Cars. In the matter of the popular Hotchkiss cars, the 18-22-h.p. will be found replacing the 16-22-h.p., satisfactory as that model has undoubtedly proved in the hands of all users during the past year. The chassis shown will enable the slight deviations and the improvements to be grasped. It exemplifies an ability to make practical application of really useful refinements, as judged from a close study of a car-owner's requirements. One of these chassis is shown carrying a smart cabriolet-type body by Melhuish and Co., and a three-quarter landaulette by Thrupp and Maberley. In a new pattern 12-16-h.p., the body will exhibit a new type of disappearing back seat, side-entrance doors being provided for the occupant.



BUILT FOR THE RAJAH OF DEWAS FOR THE DURBAR: A 20-30-H.P. ADLER CHASSIS WITH A MORGAN BODY OF SPECIAL DESIGN.

The body is by Messrs. Morgan and Co., of 10, Old Bond Street and Long Acre.

The New Darracq Engine. One of the greatest novelties in the Show is undoubtedly the 20-h.p. Darracq valveless car, the engine of which is devoid of valves, springs, tappets, cam-shaft, etc., their places being taken by a cylindrical distributor driven off the crank-shaft by half-time gearing. The distributor is carried in the cylinder casting longitudinally, close to the top of the cylinders, and is formed with D-shaped ports, which act as inlets and outlets alternately. The design is simple, but it must be seen to be completely realised. The lubrication gives no trouble and is very simply effected. The cylinders are cast *en bloc*, and a Zenith carburetter is used. The rest of the car is on the usual much-appreciated Darracq lines, except for the springing, the rear springs being underslung.

The Single Sleeve Argyll. On reaching the Argyll stand the inspection of the various models will assuredly be deferred until one has gazed one's fill upon the new 25-h.p. Single Sleeve Valve Engine, which has been an open secret amongst the cognoscenti for many months past. Although simple in the extreme, the construction of the motor cannot be adequately conveyed to the reader in the space at present available. Suffice it to say that the engine has but one sleeve in which the piston reciprocates, and by suitable shafting and gearing, and in a very simple and straightforward manner, this sleeve is given vertically reciprocative and at the same time slightly rotary motions. This compound movement of the sleeve, slight as it is, affords the designer opportunity to pierce the sleeve and the cylinder walls with perfectly proportioned and rapidly opening and closing ports by which all the undoubted qualities of the engine are brought about. This engine will be found on a 25-h.p. chassis, and in company with the 12-h.p., 15-h.p., and another 25-h.p., carrying smart and beautifully furnished and constructed Argyll bodies of various designs. The front-wheel brakes on the 12-h.p. Argyll, having been found to be perfectly satisfactory in use by customers and experts, are to remain as standard.

Midland Tyres and Repairs. In the Midland Rubber Company we have one of the oldest and best-known rubber-manufacturers in the kingdom, and the range of motor-tyres and motor rubber goods they turn out is very complete. In the "Britannic" motor-tyre we have a heavy rubber square-treaded cover of good design, also the rubber round-treaded cover, the plain or cross-grooved treads, and a steel-studded cover in which the steel studs are set in a leather tread of the best material. Motor-tyre tubes of special construction are shown in great variety, and other rubber goods which have interest for motorists are the separate treads in various patterns, horn bulbs, acetylene gas tubing, repair outfits, mats and matting, magneto covers, etc. Wonderful samples of retreads are shown, as retreading and repairing is a special thing with the Midland Rubber Company.

The Vauxhall Improvements. The competitive fame of the 20-h.p. Vauxhall is such that no one can afford to miss the 20-h.p. Vauxhall chassis shown on the Vauxhall stand, which presents all the improvements for 1912 in these celebrated cars. The chief of these is the new multidisc clutch, in which oil is discarded and dry graphite alone is

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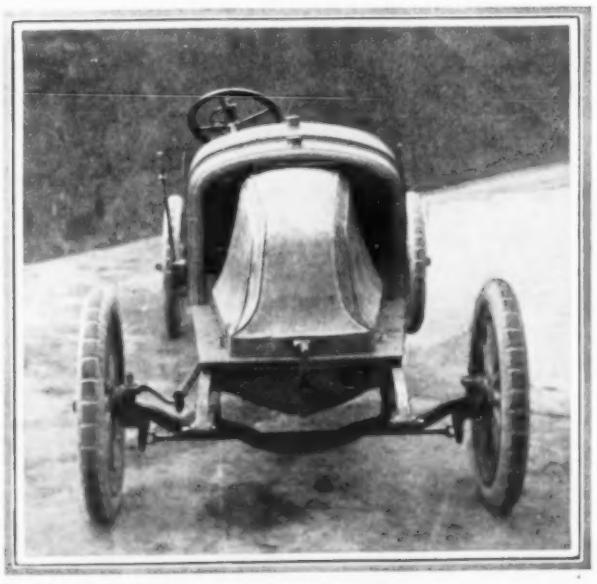
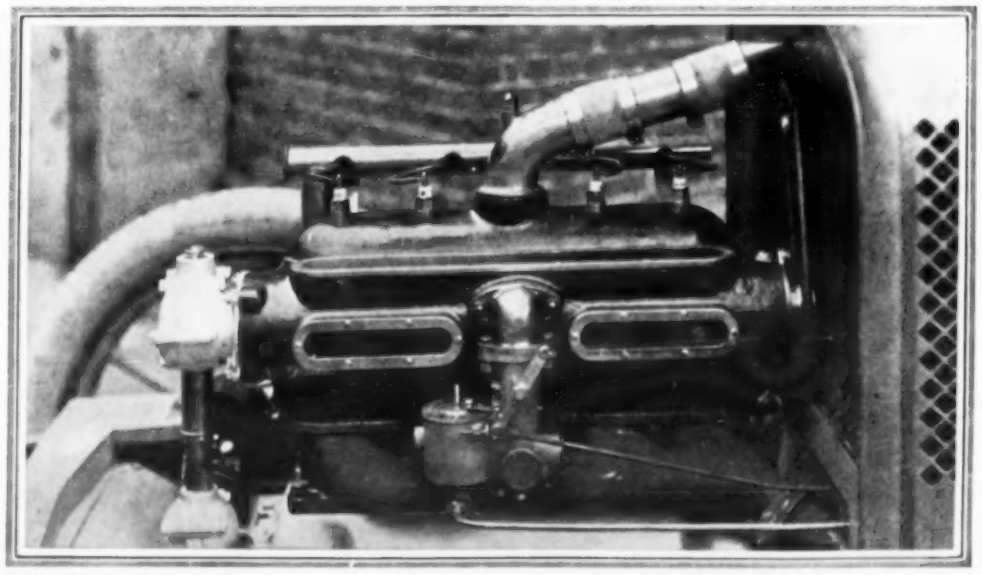




AN IMPORTANT NOVELTY: THE NEW 20-H.P. VALVELESS DARRACQ—THE CAR, AND THE ENGINE (NEAR SIDE).

The most revolutionary step taken by the Darracq Company for the 1912 season is the adoption, on one model for the present, of a new type of engine, which has undergone exhaustive trials on bench and road. The chief point of this is that the valves, spring-tappets, cam-shaft, etc., are abolished, a cylindrical distributor driven from the crank-shaft at the forward end by half-time gearing taking their place.

"INVINCIBLE"

TALBOT

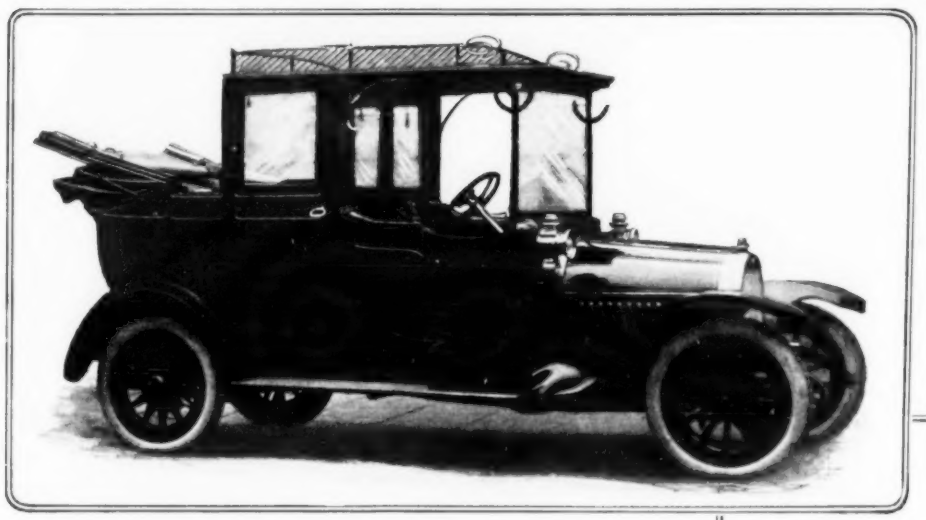
THE BEST OF THE BRITISHERS

AT OLYMPIA

Clement Talbot, Ltd., Automobile Engineers, Barlby Road, North Kensington, London, W.

used, requiring no subsequent attention. The component parts of this member are so light that gear-changing is robbed of all its terrors. Then there is the new four-speed gear-box, with a special ingenious locking device, rendering the engagement of any gear but that intended absolutely impossible. Follows the new worm and worm-wheel-steering, mounted on roller-bearings, which make the car delightful handling. The 20-h.p. Prince Henry fast touring-car, and three other types of bodies, are exhibited.

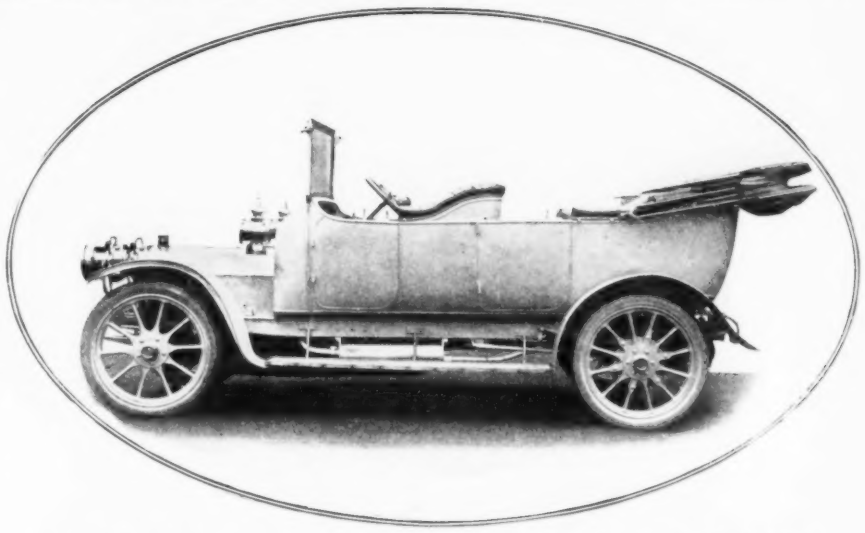
The Opels. The Opel cars will attract the attention of the public who follow automobilism by reason of the great favour which they have gained amongst the élite of German Society. They are shown in five types, from the natty little 10-h.p., with its 65-mm. bore and 95-mm. stroke, up to the 25-h.p., where the bore runs to 100 mm. and the stroke to 130 mm. All the models, even the 10-h.p., have four-speed gear-boxes with a neat and easily operated form of gate-change, while the larger types are equipped with automatic advancing magnetos. The 20-h.p. four-cylinder Imperial Landaulette exhibited is in every respect similar to an example recently supplied to the Grand Duke of Mecklenburg-Schwerin. It is regrettable that a chassis is not down for exhibition, as the Opel cars present some of the finest points of the best German automobile engineering.



FITTED WITH SEVERAL SPECIAL FEATURES: AN OPEL SHOWN AT OLYMPIA.

All the Opels shown, with the exception of the 10-h.p. two-seater, are fitted with four-speed gate-change gear-box, while the larger models have automatic advancing magnetos. The 25-h.p. Imperial Landaulette is similar to that recently supplied to the Grand Duke of Mecklenburg Schwerin.

Michelin Tyre Company. There is much to interest on the stand of the Michelin Tyre Company, Ltd., for there are other exhibits but tyres to interest the motorist. If the visitor wants, of course, to see quality and consummately careful construction in tyres, he will have the opportunity here; but after he has examined the renowned Michelin square-treads, one-piece moulded, and the Michelin Semelle non-skids, he can turn to the examination of the extremely simple, but extremely ingenious, detachable rim. Then the Michelin Jumelle Twin Tyres for heavy touring-cars are well calculated to encourage the use of pneumatics of reasonable size on big cars, and will render satisfactory service where tyres of gigantic transverse diameters have been tried and failed. The Michelin Bolt Valve will also be found in an improved form, and is interesting as having delivered automobilists the world over from the agony and the tyranny of the security-bolt. The Michelin Tyre-Pressure Tester, which should be included in the tool-kit of every motorist who desires long life for his tyres, has been improved, and is now a very neat and handy little instrument. The Michelin air-cylinders are conveniences which should always be found in a private garage, for, be it remembered, they contain only pure air under pressure, and no deleterious, rapidly permeable gas.



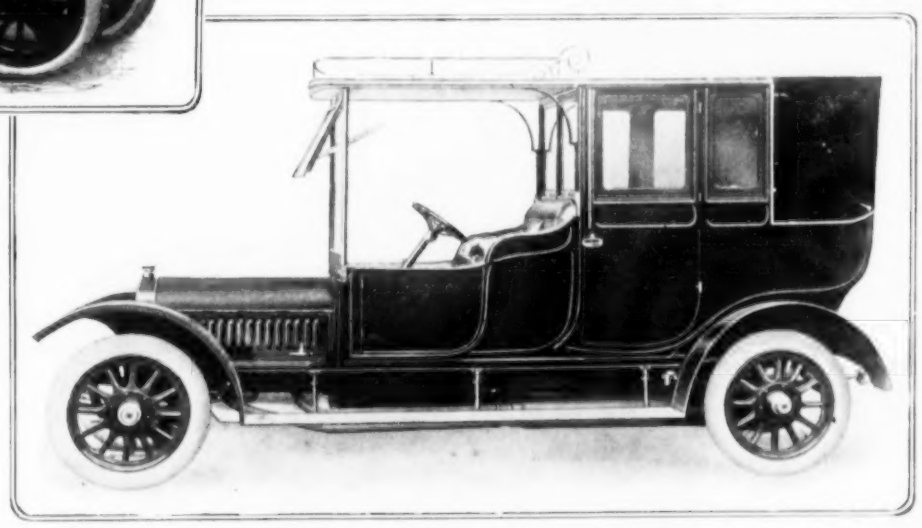
TO BE SEEN ON STAND 77: THE 15·9-H.P. FOUR-CYLINDER TORPEDO-BODY MARTINI.

Messrs. Martini, Ltd., are exhibiting four models—a 15·9-h.p. four-cylinder polished chassis, a 16-24-h.p. four-cylinder polished chassis, a 15·9-h.p. four-cylinder in two-seated form, and a 15·9-h.p. four-cylinder in torpedo-body form.

Martinis in Two Powers. Since the days of certain famous mountain-railway climbing, the Martini has always been a favourite car in this country, and has kept abreast of its rivals in popular esteem. It is now made in two powers, the 15·9-h.p. with *en-bloc* cylinders, 80 mm. bore, and 120 mm. stroke and the 16-24-h.p., the stroke and bore of which are 90 mm. by 130 mm. respectively. Both these models have given such good results during the past season that the chassis for 1912 exhibit detail-improvements only. They are, however, examples of careful and thoughtful design in automobile engineering, and will repay examination and inspire confidence. The valves are neatly encased, and the tappets have adjustable ends. Lubrication is forced to the crank-shaft bearings and fed to the troughs, into which the connecting-rods dip. A multi-disc clutch and a four-speed gear-box are fitted. The propeller-shaft is universally jointed at each end, the joints being contained in grease-tight conical metal covers. The back-axle is of robust design. Radius and torque-rods are fitted so that the springs have full play. The price of the 15·9-h.p. chassis is £320: that of the 16-24-h.p., £425.

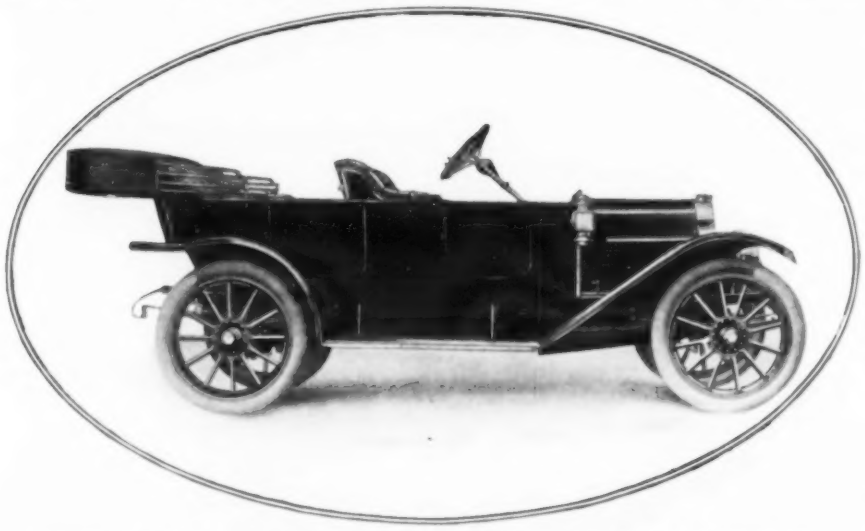
The Speedy Sunbeams. The fame of the Sunbeam's wonderful twelve hours' record is still fresh in the public mind, and that, without any other inducements, though there are many, will ensure an audience for the Wolverhampton firm. The 12-16-h.p. four-cylinder, the 16-20-h.p. four-cylinder, and the 25-30-h.p. six-cylinder are all new models, the fresh details of which can be gathered from the polished chassis of the 12-16-h.p. and the 25-30-h.p., a stripped specimen of the car that performed so wonderfully on Sept. 1 last. To cover 907 miles at an average speed of 75·58 miles per hour stands out as the most strenuous performance of the year. In the six-cylinder chassis the cylinders are cast in threes, and in the two others *en bloc*—splendid examples of engine-casting.

The Overland Models. Fine Overland models are exhibited by the Anglo-American Motor Car Company as follows: the 15-20-h.p., the 20-25-h.p. (two models), and the 30-35-h.p. All are of similar design and construction throughout, and though differing in many points from British practice, they exhibit many most commendable features. On all but the lowest-powered model, dual ignition is provided. All but the small car have three-speed gear-boxes, the former being fitted with a combined clutch and single indirect forward and reverse speed through a well-made epicyclic gear. All models are turned out in the American fashion—that is, they are supplied complete with five lamps, gas generator, horn, and tool-kit; while the 25-30-h.p. is furnished with hood and screen. This car, equipped as set out, is supplied at £265.



A MAKER OF WORLD'S RECORDS AT BROOKLANDS: THE 25-30-H.P. SIX-CYLINDER SUNBEAM (DOUBLE LANDAULETTE).

A car of this make made world's records at Brooklands on September 1 last, running for twelve consecutive hours at an average speed of seventy-five miles an hour, and covering a distance of 907 miles.



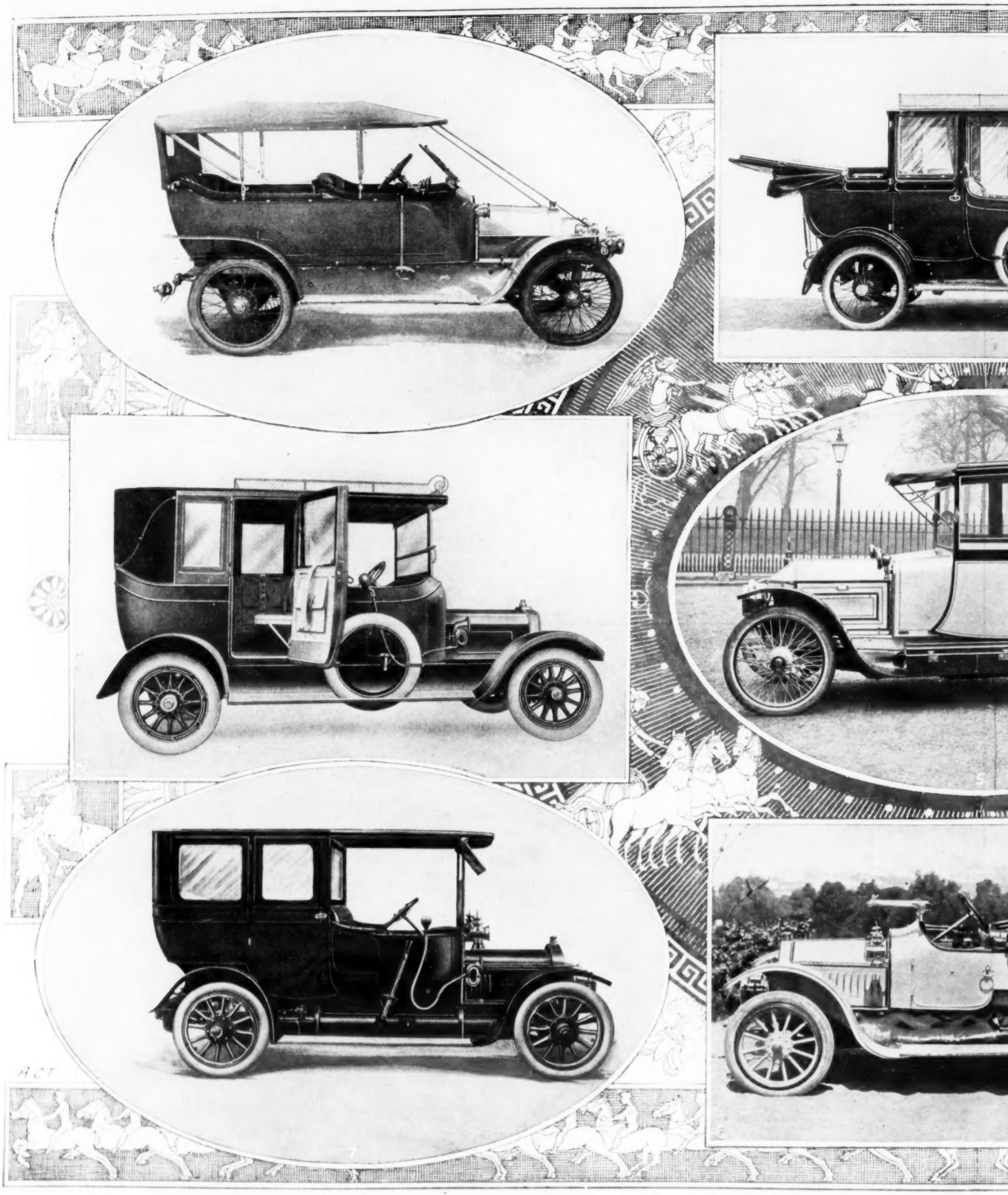
SHOWN BY THE ANGLO-AMERICAN MOTOR-CAR COMPANY: THE 20-25-H.P. OVERLAND.

This car, fitted with hood and screen, five lamps, tools, etc., is sold for £265, ready for the road. Five Overland models are on show—15-20-h.p., 20-25-h.p. (two models), 25-30-h.p., and 30-35-h.p.

Métallurgiques. By their bonnets and their bodies are they known. The first-named are always recognisable afar off by their striking shape; and the bodies, being the production of the great Belgian motor-body builder, Van den Plas, by their exquisite lines and finish on nearer acquaintance. The 30-h.p. Métallurgique has been elbowed out by younger and less strenuous rivals, for the lowest-power chassis shown is the delectable 14-h.p., and the highest a 26-h.p. The Van den Plas coach-work is of quite new type, a double-phaeton body on a 14-h.p. chassis being a miracle of bijou comfort. This car is strikingly finished in silver, and upholstered in grey leather—a charming combination. The 20-h.p. V.d.P. cabriolet, finished in Sèvres blue and upholstered to match, is an embodiment of good taste, stability, and sumptuous comfort. In a

Continued on Page x.

THE PETROL ERA: CARS AT THE TENTH INT



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2. ONE OF THE FIVE EXCELLENT MODELS AND CHA FIRM: A CAPITAL EXAMPLE OF THE AR

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8. A 1912 MODEL OF CONSIDERABLE INTEREST: TH SEATER (NOT ON SHOW

The Tenth International Motor Exhibition opened at Olympia yesterday (November 3) and will close on Saturday, November 11. It is certain that, as on former occasions At Olympia are to be seen the up-to-date motor-car in its perfection, and every accessory connected with it. To the would-be pur

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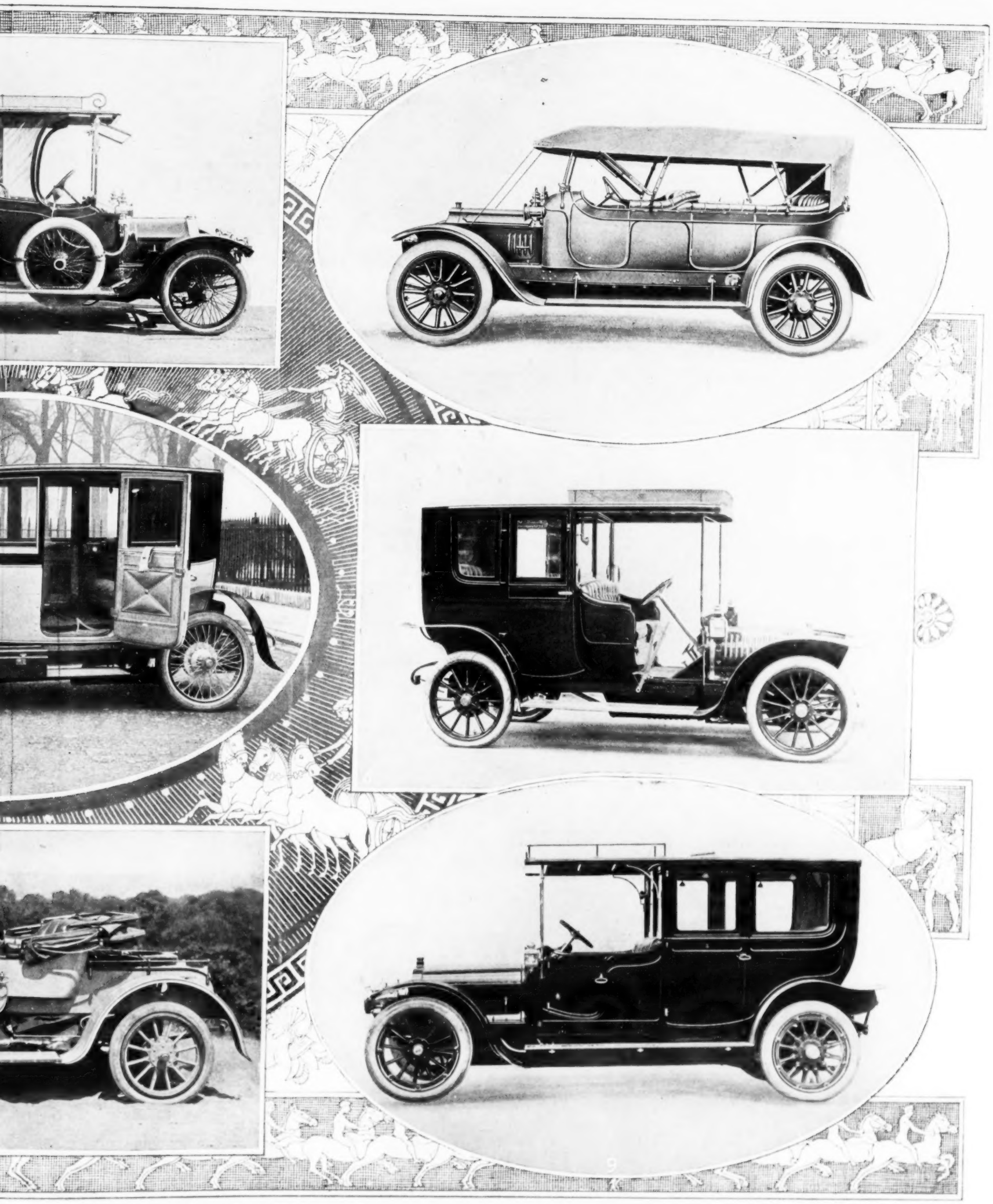

CHASSIS SHOWN AT OLYMPIA BY A FAMOUS ARMSTRONG-WHITWORTH CARS.

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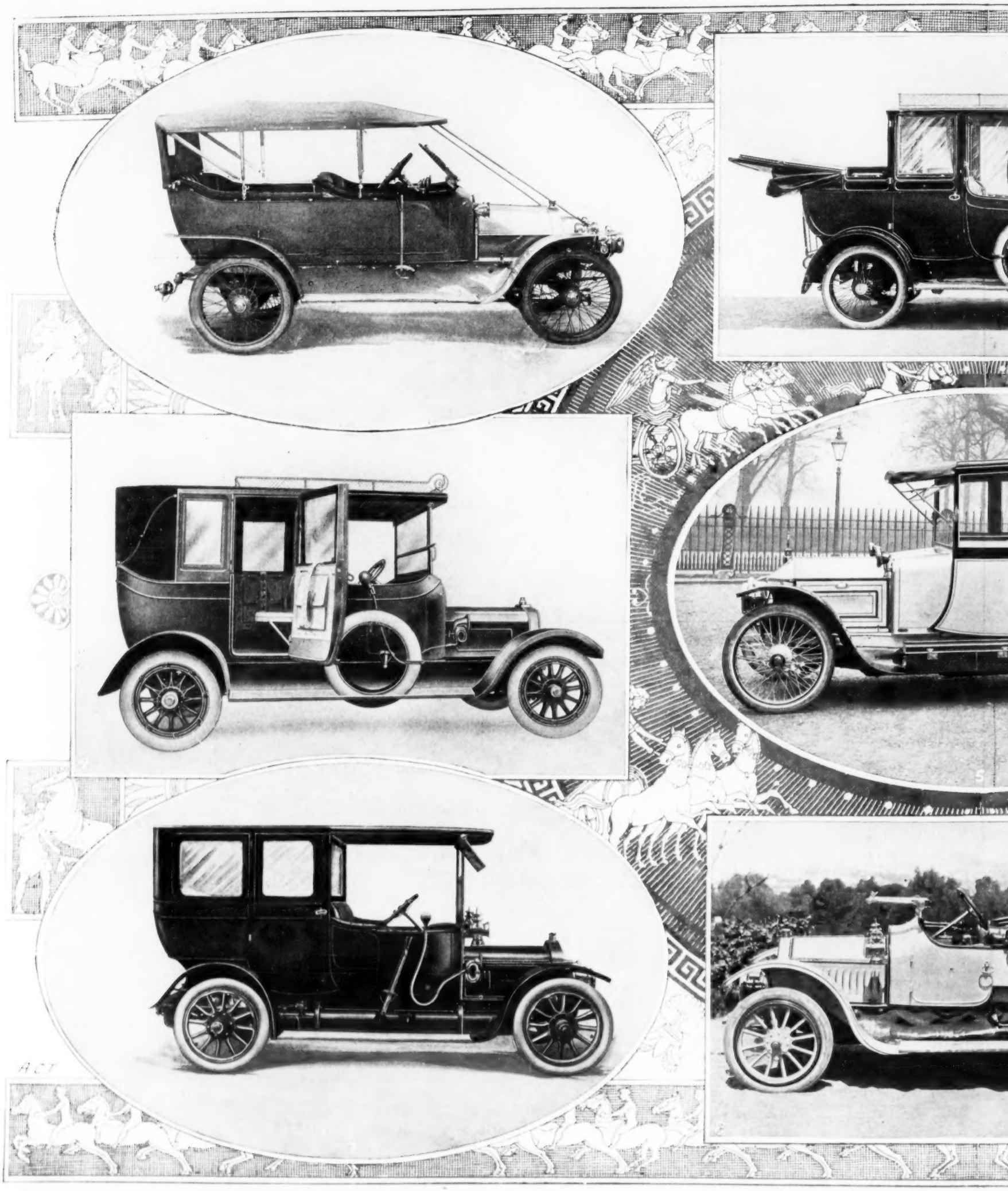

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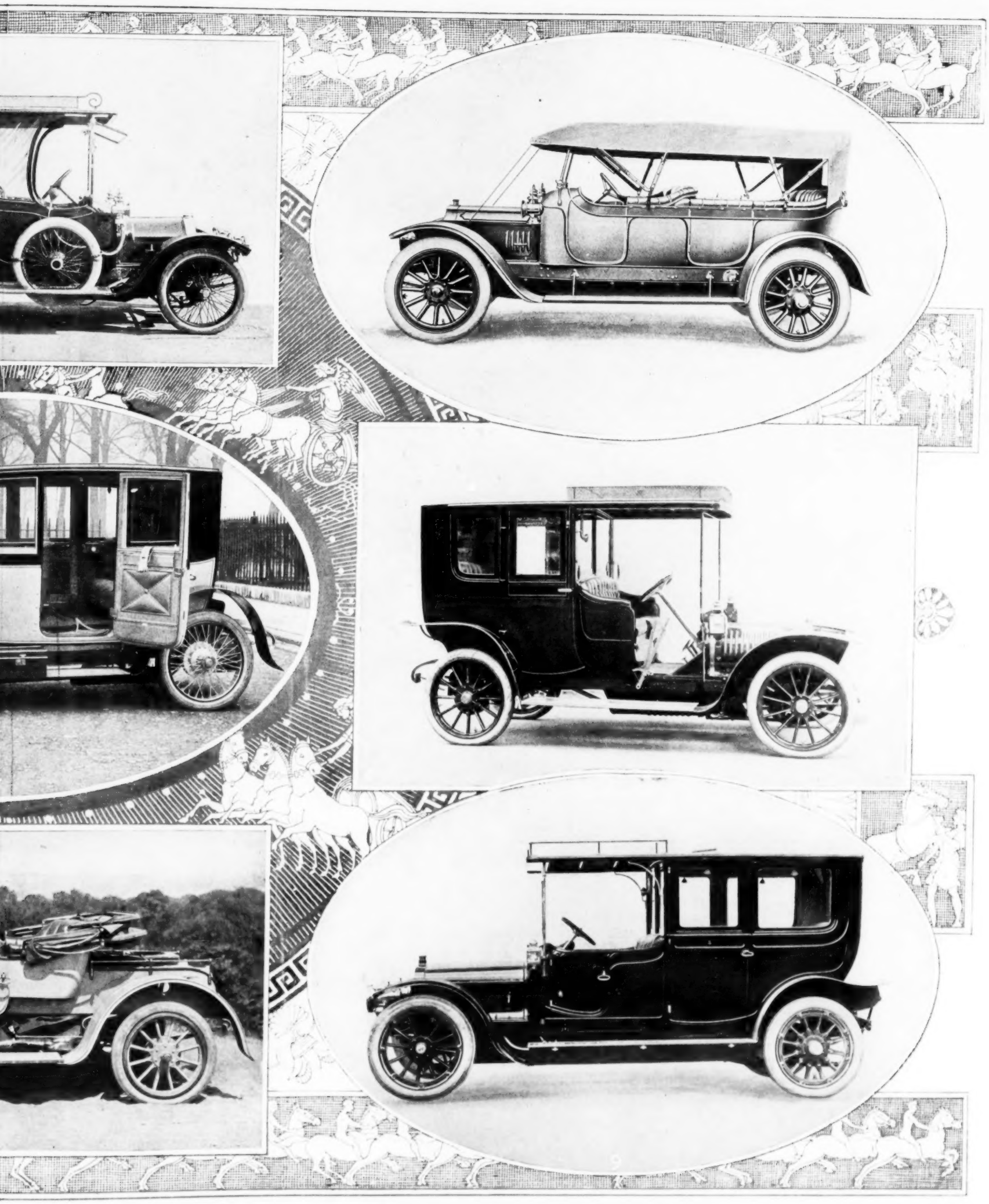

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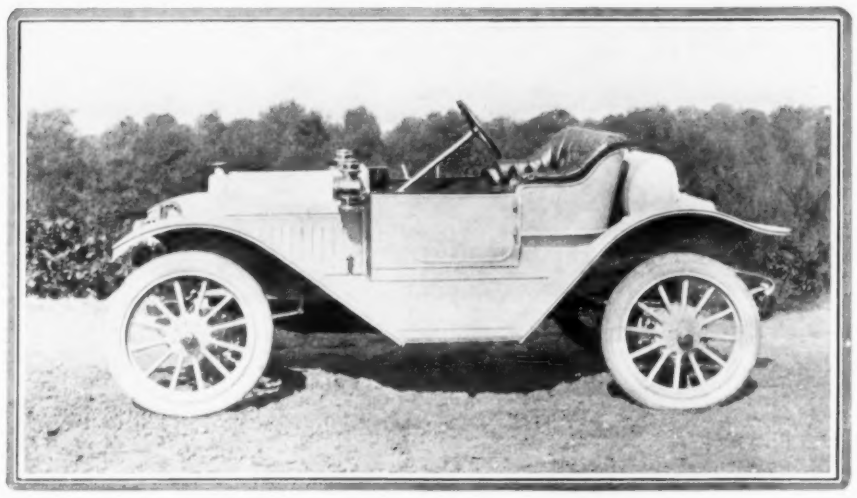
20-h.p. landaulette, it will be observed that the side-irons for stretching the hood, always so ugly, have been ingeniously and completely concealed.

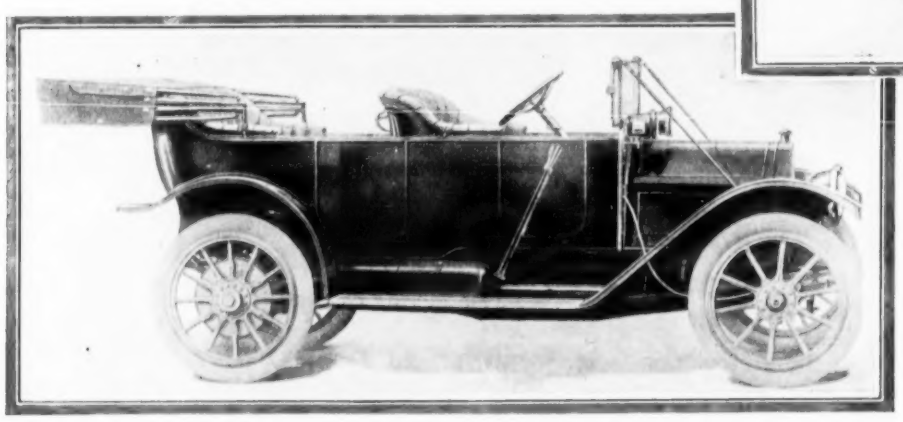
Bedford Cars and Bodies. In the matter of value for money the Bedford cars, in their three powers of 15-18 h.p., 95 mm. by 95 mm.; 18-22 h.p., 102 mm. by 102 mm.; and the 28-32 h.p., 115 mm. by 127 mm.—all, of course, four-cylinder engines—are remarkable. With powerful and flexible engines, dual ignition, and push-button self-starter, three-speed gear-box, universally jointed propeller-shaft and bevel drive to back axle, fine powerful brakes, at £175 for the 15-18-h.p., £220 for the 18-22-h.p., and £295 for the 28-32-h.p., there would appear to be good money's worth. The Bedford bodies should have attention, the Bedford Olympus Torpedo being one of the smartest bodies of the type yet put on the market. The new Empress two-seater, with folding rear seat and luggage-carrying platform, is the body for mounting on the 15-18-h.p. chassis, while the 18-22-h.p. is generally adopted for closed bodies, such as the Bedford Arcadian inside-drive cabriolet seating four, or the Bedford "Duchess" cabriolet for paid driver. Bedford cars carry a three years' guarantee.



A SPECIAL TWO-SEATER: THE BEDFORD "BABY BROOKLANDS."

The chassis is the famous 15-h.p. 1912 Model XXIV. The car is supplied ready for the road, with lamps, tools, etc., for £235; or with plain hood and fixed wind-screen for £245; or with Victoria hood and adjustable wind-screen for £250.

The Cadillac Self-Starter. It is obviously impossible to treat of the various interesting features of the Cadillac cars in the space at disposal, but Messrs. S. F. Bennett, Ltd.'s, stand is certain of a large attendance by reason of the combined igniting, accumulator-charging, and engine-starting dynamo, fitted to the cut-open chassis shown. By the fitting of this dynamo, the Cadillac car is now endowed with two complete ignition systems, the dynamo system being the more interesting of the two. When it is desired to start the engine, the depression of the clutch pedal causes a small toothed wheel on the end of the dynamo shaft to slide into mesh with a toothed ring on the flywheel. The current from the accumulators is simultaneously switched on, the dynamo becomes a motor, and the engine is started. Letting in the clutch disengages the dynamo, and switches off the accumulator current.

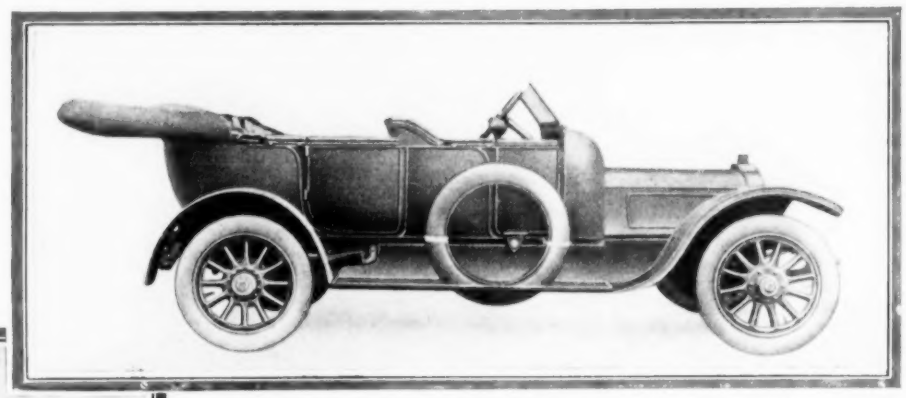


A WELL-KNOWN AMERICAN CAR: THE 1912 CADILLAC TOURING MODEL.

This includes the following equipment: Dynamo with 80 A.H. battery for automatic starter, electric lights, and ignition; Delco distributor ignition system; electric head-lights, side and tail lights; full foot-rail in tonneau, half foot-rail in front; improved standard speedometer with electric light; gasoline gauge; robe-rail, tyre irons, tools, pump, and tyre-repair kit.

The 15-h.p. Straker-Squire. A continuation of the policy of concentration on one model and one model alone will be found warranted in every detail by an inspection of the 15-h.p. Straker-Squire chassis shown in company with five-bodied cars. The position held by the 15-h.p. Straker-Squire to-day, in the estimation of automobilists, has attested the soundness of the Straker-Squire policy. For 1912 it has not been found necessary to deviate from this year's design, save in detail, but the car of the future will be found improved in the following particulars: Eisemann automatic ignition, giving easier starting and better slow running, is now fitted; while the Eisemann Patent Magneto Coupling affords instant adjustment. The tappets are now made adjustable in such wise that valve-noise is absolutely eliminated. Also the improved "Ware" (Pat. 1912) carburetter is fitted. With this carburetter there is absolutely no necessity to flood the float-chamber for starting cold. Worm-drive is fitted for heavy cars.

The Products of Elswick. The products of the great engineering firm of Messrs. Sir W. G. Armstrong, Whitworth and Co., Limited, always command attention, but the firm's stand will have a special draw at this particular Show by the presence of a new and newly designed 30-50-h.p. six-cylinder chassis. In producing this car, the makers have done a good deal more than tack on a couple of additional cylinders, which some people think is all that is necessary, or all that differentiates a four-cylinder car from a six. The engine is 90 mm. in bore by 135 mm. stroke, an exceptionally good proportion, and one that brings the license fee down considerably. The 15-20-h.p. Armstrong-Whitworth, which has so good a Brooklands reputation behind it, will also be shown in chassis form, as is that very favourite model the 17-25-h.p. four-cylinder. Messrs. Armstrong, Whitworth, Limited, put out no less than five models for 1912—the 15-20-h.p. four-cylinder, 80 mm. by 135 mm., and the 17-25-h.p., 85 mm. by 135 mm., already mentioned; the 22-5-h.p., 90 mm. by 120 mm., the 25-5-h.p., 100 mm. by 120 mm., and the aforesaid 35-50-h.p., six-cylinder of the dimensions above quoted.

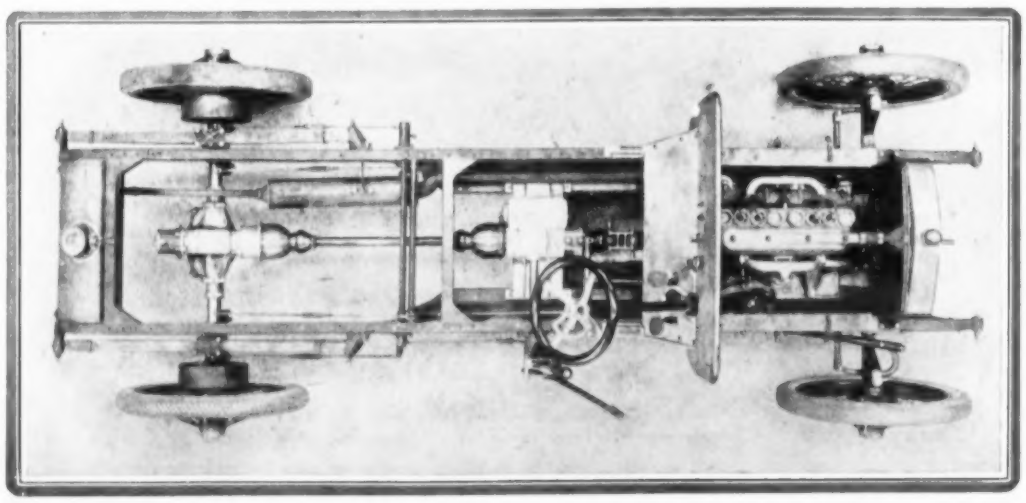


FITTED WITH STANDARD TORPEDO-BODY: THE 15-H.P. CLEMENT TALBOT.

The 15-h.p. Clement Talbot with standard torpedo-body is sold for £495. It is painted Talbot green. There is a new clutch and an improved sprag, which automatically lifts when the reverse-gear is engaged.

The "Invincible Talbots." The models turned out by the Clement-Talbot Motor Company are four in number, and range from the very popular 12-h.p. four-cylinder, 80 mm. by 120 mm., via the 15-h.p. four-cylinder, 90 mm. by 140 mm., and the 20-h.p. six-cylinder, 80 mm. by 120 mm., to the big boy of the family, the 25-h.p. four-cylinder, 101·5 mm. by 140 mm. In general all-round design, the Talbots for 1912 vary but slightly from the models of the present year, but all are now fitted with the Stewart-Talbot carburetter, which ensures very slow, quiet running, and instant starting when cold without any previous flooding. All models, too, will be found fitted with Bosch dual ignition. A self-contained, internally coned leather clutch transmits the drive. The mechanical sprag is so arranged that the pawl cannot be left in connection with the ratchet-wheel when it is desired to put on the reverse speed. The 20-h.p. six-cylinder is a new model, and, save that it has six cylinders and semi-elliptic springs fore and aft, is on the lines of the fours throughout. Its well-proportioned engine and four-speed gear-box should make it an ideal medium-powered six-cylinder car. The Talbot cars are continually giving evidence of their wonderful efficiency, the last occasion being at the Meltham Hill Climb of the Huddersfield Club, when on the club formula a 15-h.p. won with 1·4933 marks. The second car was a 20-h.p., with 1·4280 marks.

The Austin Baby and Others. Six models of horse-powers ranging from the six-cylinder 50-h.p. down to the newly introduced four-cylinder 10-h.p. are the output of the Austin Motor Company. As only a few minor changes are made in the older models, curiosity will make the visitor first turn to the new 10-h.p. I say new; it is certainly new to this market, but it is a thoroughly well-tried car, from the fact that the limited output for the last twelve-months was purchased entirely for the Continental and Colonial markets, where it has been tested *à outrance*. By reason of its great success abroad, the opportunity is now offered to home-grown motorists to become the owners of one of the most attractive and natty four-cylinder cars yet put upon the market. The chassis has nearly all the features of the higher-powered models—indeed, it is an Austin in little, and a fine little car to boot.



SHOWN WITH FIVE DIFFERENT BODIES: THE 15-H.P. FOUR-CYLINDER STRAKER-SQUIRE CHASSIS.

This chassis is exhibited fitted in five ways—as a two-seater car with rotund body, as a four-seater with rotund body, as a single landaulette, as a limousine, and as a light run-about.

Almagam, Ltd. The proprietors of Almagam are exhibiting under the name of the New Motor and General Rubber Company, Ltd., as they belong to the society under that name, and they have not been able to transfer the holding of the New

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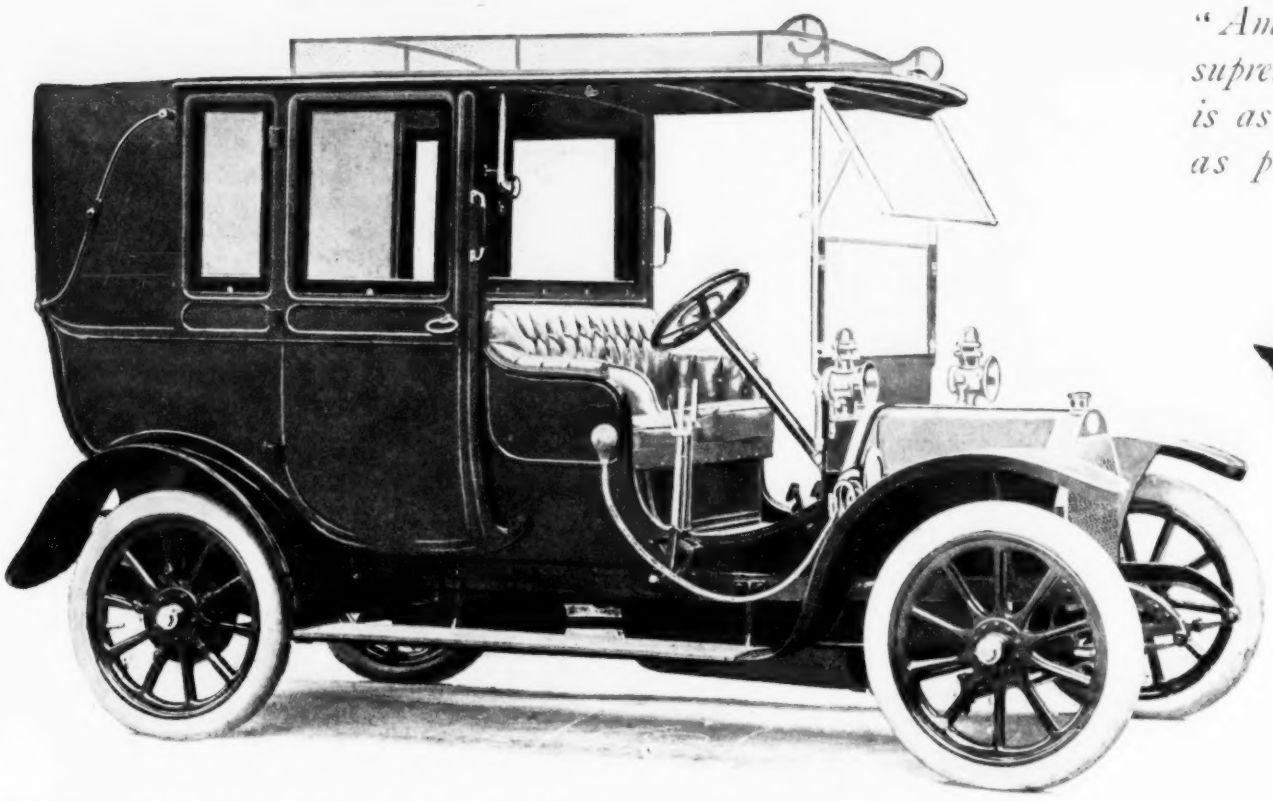
"Among those who know, the supremacy of the FIAT Car is as much a matter of course as precedence at Court."



FIAT 15 H.P. Three-quarter Landaulette-de-Luxe.

FIAT Cars are designed and built by the most skilful motor engineers in the world.

The FIAT models which you will see at Olympia are the result of many years of technical experiment and practical experience. They are, unquestionably, the best cars for all-round use, and the best value obtainable this season.

In addition to their speed, reliability, and economy, FIAT cars are renowned for their graceful design and luxurious equipment.

Models from 12 H.P. to 50 H.P. Prices from £325 to £1000

Every FIAT—no matter what the price—is a model of FIAT excellence and FIAT value.

An Example of FIAT value

The FIAT "LIGHT FIFTEEN"—latest model developing nearly 30 actual H.P.—beautifully designed and finished landaulette for town and country—completely equipped in every detail—ready for the road

£500—and no extras

FIAT MOTORS, LTD.

Telegrams: "Fiatism, London." Head Offices and Showrooms: 37-38, Long Acre, London, W.C. Telephones: 7946, 7947, 7948, 7949, 7950 Gerrard

F·I·A·T

Stand No. 38, Olympia

The Standard Tyre fitted to all FIAT Cars is the one we consider best—MICHELIN.

If you are unable to visit Olympia, send a note of your possible requirements to FIAT MOTORS, Ltd., 37-38 Long Acre, London, W.C. You will be furnished with specifications and complete details of models which are likely to suit. Your enquiry will place you under no obligation whatever.

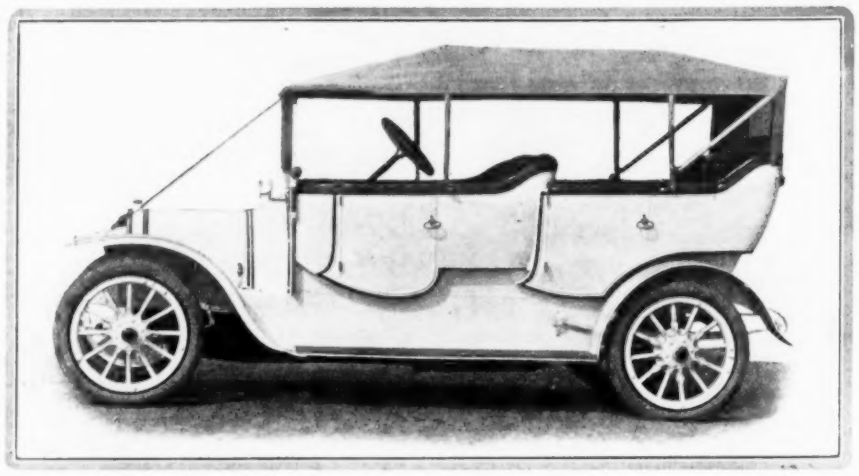
AT THE TOP OF A STEEP HILL: THE 15-H.P COLONIAL NAPIER.

The photograph gives a good idea of the 11-inch clearance with 915 by 105 mm. wheels, that is the standard size.

Motor and General Rubber Company, Ltd. to "Almagam, Ltd." yet, owing to restrictions and rules of the Society of Motor Manufacturers and Traders. Their exhibits consist of new motor-covers, samples of retreading and repairing, and new tubes. With respect to the new tubes, they are exhibiting these for the first time this year. Motorists will be glad to know that there is a tube on the market without a valve-tab, for valve-tabs have been the cause of a great deal of trouble, especially to owners of large cars. The heat set up by the friction of the road has a tendency to melt the cold cure on the valve-tab, and so releases it from the tubes. By the Almagam method, which has had a year's good trial, the valve-tab is built up in the tube and vulcanised with one process. The cost of manufacture in this way is more expensive than done in the ordinary way, but the gain is so great that the makers have not considered expense in the matter.

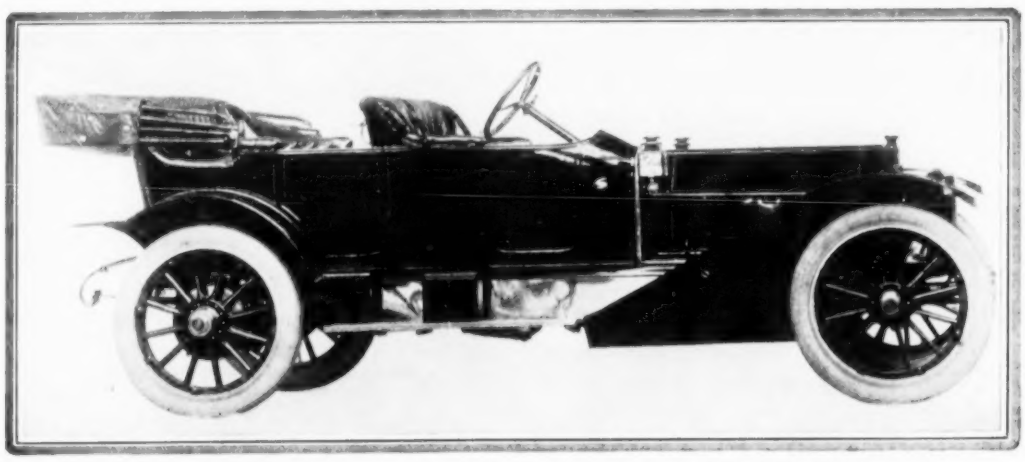
The Small Humber, and Others. Of all the models which will be displayed by Humber, Ltd. special attention is certain to be given to the four-cylinder 11-h.p. = 11·3 R.A.C. rating, which is offered complete with hood, screen, horn, headlights, and side and tail lamps on a smart, well-finished four-seated torpedo-body for £285; the cost of the two-seater, making a most attractive small car, being £15 less. This car is no toy. It has an *en-bloc* engine, 68 mm. in bore, with a stroke of 120 mm., with Bosch high-tension ignition, three-speed gear-box with up-to-date gate-change, foot and hand control to the throttle-valve, Humber wire-built wheels. The brakes are exceptionally well designed, and 800 mm. by 85 mm. tyres are provided. The man of moderate means has in this car not only a really sound, practical vehicle, but a car with a great reputation behind it, and the makers within hail. Four other new models will be shown.

Magnetos Marvellous. A visit to the Show which omitted a call at the stand of the Bosch Magneto Company, Ltd., in the gallery, would be imperfect and incomplete. No motor-accessory, if a magneto can be so termed, has won such universal recognition as this beautifully made and ingeniously conceived mechanism. The rapid advance of motor traction per the internal-combustion engine owes more than can be readily estimated to the reliability of the Bosch magneto. To-day it is the last thing the motorist expects to go wrong on his car, and it invariably behaves up to expectations. The examples of the 1912 Bosch magnetos shown will be examined with interest. These are now completely enclosed against the ingress of dust or oil. The two-spark magnetos which have been used with such striking success in competitions at home and abroad should be examined. Owners of small single or two cylinder cars should consider the Bosch duplex ignition, which will overcome all their starting difficulties. For exceptionally high speed engines there is a range of specially designed magnetos, constructed to produce four sparks every revolution, to be run at half the speed of the usual type. Magnetos with automatic advance attachments are also to be found.



NOT AT OLYMPIA, BUT SHOWN AT 28, FRITH STREET, W.: THE 10-H.P. FOUR-SEATER LE GUI.

Le Gui automobiles were unfortunately crowded out of Olympia, but are having a little show of their own at 28, Frith Street, where visitors will be welcomed.



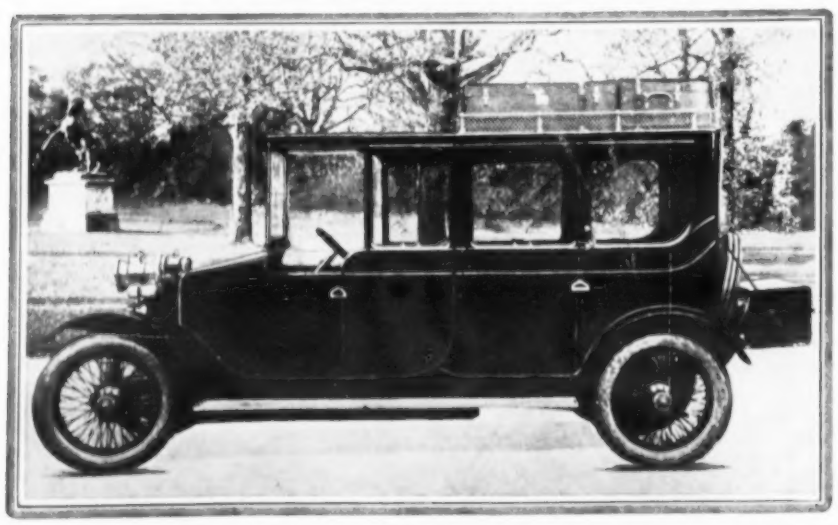
"THE LITTLE SIX": A MITCHELL, BY THE MITCHELL-LEWIS COMPANY.

The Mitchell cars will not be found at Olympia, but can be seen at 85, Great Portland Street, W. There are five models—from a two-seater four-cylinder at £225, to a seven-passenger six-cylinder at £450, and including the "Baby" six-cylinder, seating five passengers, at £375.

The "R.W." Detachable Wheel. The Rudge-Whitworth Detachable Wheel was first exhibited in its present form at Olympia in 1909. That is just two years ago, and save, perhaps, the Bosch magneto, no proprietary mechanical fitting has become more general on automobiles to-day. So successful have they been that the wheels now shown are absolutely similar in detail to those of last November twelvemonth. Just recently two smaller sizes, for lighter cars, have been introduced, and the manufacturers of such cars are already taking advantage of the fact. They differ slightly in the hand-operated bolt, but this is, nevertheless, identical in principle with those of the larger wheels. The connection between the inner hub and the shell is by means of fine serrations. These little wheels were used on the tiny Bugatti car, which was first in its class in the Grand Prix on the circuit of Sarthe. Since it has been demonstrated that not only are these wheels stronger and make tyre-changing easier, but actually extend the life of pneumatic tyres to a considerable extent, it is not surprising to find their use increasing by leaps and bounds. This is claimed to be partly due to the decreased unsprung weight and the more rapid radiation of heat through the metal rim and spokes.

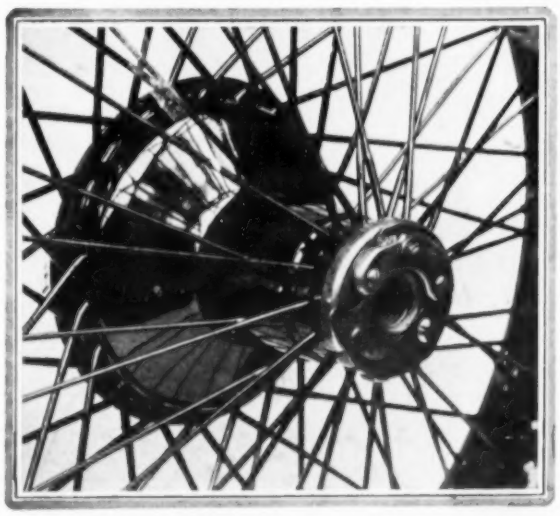
[Continued overleaf.

Polkey-Jarrott. Motorists who are aweary of oil and acetylene, and yearn for the comfort and cleanliness of the electric light, should write the Polkey-Jarrott Electric Equipments Company, at 35, Sackville Street, for an excellent pamphlet on this subject, entitled "Light," which deals with the pros and cons of the whole question generally and the Polkey-Jarrott equipment in particular. This equipment comprises a dynamo with automatic regulation of its output, a set of accumulators, switches, voltmeter, and ampèremeter, with all suitable connecting-wires, head-lamps, side and tail lamps. The dynamo is driven in any suitable manner off the engine by a flat or V-sectioned leather belt. For proof of the quality of this set of apparatus, reference should be had to the record of the official trial carried out under the auspices of the Royal Automobile Club, which was carried on for many nights under actual driving-conditions, and by which it will be seen that, so far from exhausting the accumulators during a night drive of some eight or nine hours, in each case the voltage was practically the same as when the car set out.



WITH PARTIALLY ENCLOSED FRONT SEATS: THE 38-H.P. SIX-CYLINDER, SEVEN-SEATER LANCHESTER LIMOUSINE.

The cylinders of the 38-h.p. Lanchester are now cast in pairs, and there is an improved disposition of the exhaust, which makes the sparking-plugs more accessible. The Lanchester springing and worm drive are, of course retained.



A FAMOUS MAKE: THE RUDGE-WHITWORTH DETACHABLE WHEEL—ONE OF THE NEW SMALLER SIZES.

Despite constant experiments, Messrs. Rudge-Whitworth have found that they cannot improve their detachable wheel as shown in 1909. They have, however, recently introduced two smaller sizes for lighter cars.

Cadillac 1912

THE CAR WITH THE STARTING HANDLE REMOVED.

Automatically started, lighted, and ignited by special electrical system.

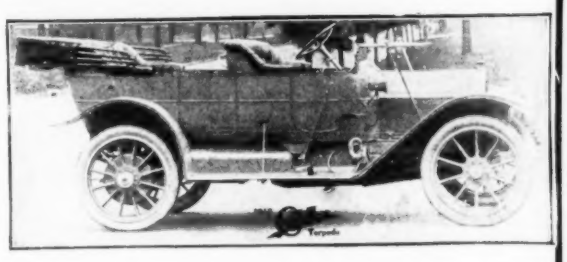
Cadillac 1912 draws a well-defined line between the motor-car of the past and the motor-car of the present. It embodies the most important and most useful advance in automobile construction introduced for years. It will undoubtedly be the

GREATEST ATTRACTION OF THE YEAR.

SEEING IS BELIEVING—Come and see the 1912 Cadillac with automatic self-starter at

STAND 95

Cadillac 1912 is the greatest value in the world. It has electric lights, two complete ignition systems, scientifically developed carburetter, more power, larger wheels and tyres, larger brake drums, steel bodies of the latest accepted designs, numerous refinements.



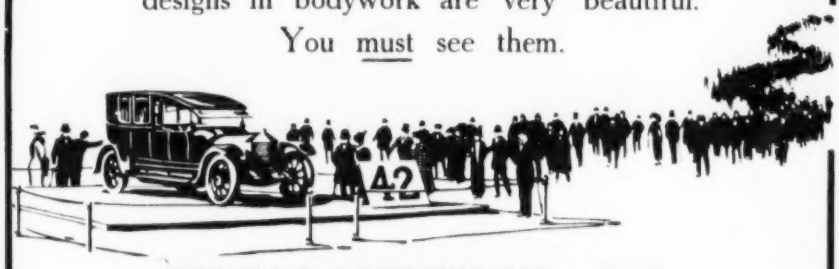
F. S. BENNETT, Limited (Cadillac Motors Ltd.),
Cadillac Corner,
219-229, SHAFTESBURY AVENUE, LONDON, W.C.
Telegrams—"EFISBEN, LONDON." Telephone—GERRARD 5929.

Go on—
follow the crowd—
you can't miss it—

METALLURGIQUE
"SCIENCE OF METALS."

AND VANDEN PLAS BODYWORK.

You will have no difficulty in finding the METALLURGIQUE STAND at Olympia—simply join the crowd. No other Cars have the same power of instantly attracting attention. Vanden Plas' latest designs in bodywork are very beautiful. You must see them.



METALLURGIQUE, Ltd.,
110, HIGH ST., MANCHESTER SQUARE,
LONDON, W.
Olympia Stand Telephone No.: 4146 Kensington.

LAND'S END TO JOHN O' GROAT'S ON TOP GEAR.

This achievement, unparalleled in the history of automobilism, was accomplished by the

SIX - CYLINDER
GEARBOX-LESS

SHEFFIELD-SIMPLEX

Every standard 1912 model of the same type is capable of repeating this performance.

THIS WE GUARANTEE

The exclusive refinements assuring such remarkable efficiency mark the greatest advance in automobile engineering. In consequence an inspection of our latest 25 h.p. and 45 h.p. 6-cylinder "SHEFFIELD-SIMPLEX" models will be found most interesting.

STAND 41, OLYMPIA MOTOR SHOW.

SHEFFIELD SIMPLEX MOTOR WORKS, Ltd.,
6-Cylinder Specialists,
SHEFFIELD, and 20, Conduit St., LONDON, W.

C.D.C.

THE GEARBOX-LESS SHEFFIELD-SIMPLEX

The New Motor

NO SLEEVES.
NO VALVES.

DARRACQS

INNOVATION FOR 1912.

See the New Sleeveless and Valveless Engine

AT OLYMPIA, STAND 73

1912 MODELS:

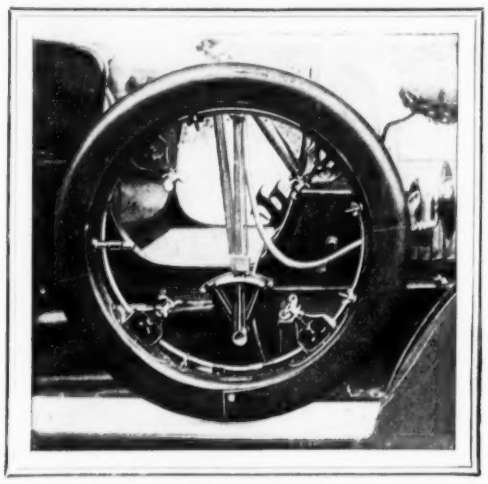
10 h.p.	68 by 120	... ... Two Seater,	£195	ALL MODELS FITTED WITH DUNLOP TYRES.
12 h.p.	75 by 120	Four-seated semi-Torpedo,	£235	
14 h.p.	80 by 122	... ... Torpedo,	£285	
22 h.p.	100 by 140	... ... Torpedo,	£365	
20 h.p. VALVELESS	**(95 by 140)**	Torpedo,	£425	

A. DARRACQ & Co. (1905) Ltd., Walnut Tree Walk, Kennington, S.E.
West End Showrooms: 12, Lower Regent Street, S.W.
Agents for Kensington District: C. S. Sadgrove and Co., 4, Hans Road, Brompton, S.W.
Distributing Depots: North of England: 188, Deansgate, Manchester. Midlands: 280, Broad Street, Birmingham. Scotland: 499, Eglinton Street, Glasgow. Ireland: 39, Dawson Street, Dublin.

AGENTS IN ALL PRINCIPAL TOWNS.

Continued.]

The Stepney Wheel. No accessory brought out in connection with automobilism has enjoyed a more signal success than the Stepney Wheel. It came just in the nick of time to preserve the automobilist from all the hideous annoyances which fall in the train of a puncture or a burst, so that it is small wonder that it should have achieved instant popularity with the puncture-worn motorist. On the stand will be shown the improved Stepney Wheel for flange attachment, which, in lieu of being attached by the gripping-brackets to the left of the rim, fits on to a special flange bolted to the outside face of the wooden felloe. This is quite the best arrangement, and pays for the fitting of the patent flange by any coachbuilder or repairer. The job of attaching the Stepney Wheel in case of deflation is the work of a few minutes only. In comparison with a detachable wheel it should be borne in mind that the use of a Stepney does not necessitate the withdrawal and handling of a dirty wheel.



FOR USE IN PLACE OF THE DETACHABLE WHEEL: THE STEPNEY SPARE WHEEL.

The Stepney spare wheel does away with the necessity for taking off the damaged car wheel. If a detachable wheel comes off when the car is running at high speed, the car is upset. This is not the case with the "Stepney," as the car will only come down on its own permanent wheel. It is designed to avoid carrying a complete wheel.

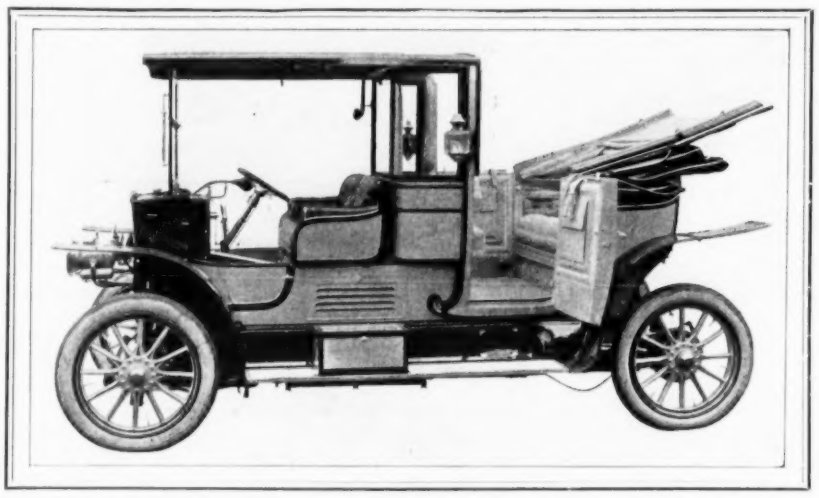
Motor Garments in Profusion. "Clothes and the Man" might be written over the stand of the Dunlop Rubber Company, which is the Mecca of visitors to the Show in the search for practical motor-garments. The exhibits appeal to both sexes: they entice the lady motorist who has "nothing to wear" on the car, and the ruder devotee who wants up-to-date practical motoring garments. New designs in gloves, goggles, caps, leggings, driving helmets, and other minor contributions to the body's comfort when touring are found at this stand in great profusion. Sundries for the car are on every hand, amongst them being a new waterproof cover for a spare tyre, suitable for detachable rims and wheels; also aprons and waterproofed body-covers. For the chauffeur, neat, smart, serviceable liveries are shown, so that, when master and man and car have been equipped with all the necessary articles the Dunlop Rubber Co., Ltd., of Manor Mills, Aston, Birmingham, have to offer, they are all in condition to brave the worst of weather.

A NON-SKID TO BE RECKONED WITH: THE STEPNEY ROAD-GRIP TYRE.

It is claimed for this tyre that it grips the road better than does a steel-studded tyre, lasts longer, and yields greater comfort.

Comfort Extraordinary. For something approaching sheer luxury the 30-h.p. N.E.C. "D" front landaulette must be hard to beat. Owing to the disposition of the noiseless engine and other mechanism, the accommodation in the body is particularly good, the so-called accommodation seats being every whit as comfortable as the back seat, while the rounded corner of the "D" front affords the passenger a comfortable back rest. The doors in this body are centrally placed, so that the front seats do not project across the doorway, perfectly free access to the car being so provided.

Clement Cars. The "Clement" cars, which have now been before the motoring public on both sides of the Channel for a very long period, have every year gained in reputation by reason of their fast, quiet running and reliability. They are presented in two models, the 14-18-h.p. four-cylinder with bore of 85 mm. and stroke 120 mm., and the 18-28-h.p., bore 102 mm. by 110 mm. Both models, which are shown in chassis, are fitted with Bosch high-tension ignition and Claudel-Hobson carburetters with pressure feed. The water-circulation is maintained by a pump, and the engine-lubrication is forced to the crank-shaft bearings. A well-designed leather-faced cone-clutch transmits the drive to the four-speed gear-box, both shafts being castellated. The suitability of the 14-18-h.p. model for bodies of any kind is demonstrated by the presence of one carrying a torpedo and the other a cabriolet. The 18-28-h.p. is similar in mechanical design throughout to its lower-powered companion, but has two wheel-bases available—namely, 10 ft. and 10 ft. 6 in., with wheels 880 by 120. Two of these chassis will be shown with a torpedo and three-quarter seven-seated landaulette body respectively. Both these bodies are finely finished and sumptuously and comfortably upholstered.



BY THE NEW ENGINE CAR COMPANY: THE 30-H.P. "D" FRONT N.E.C. LANDAULETTE.

The accommodation is particularly good, the so-called accommodation-seats being in reality as deep and comfortable as the back seat, while the rounded corner of the "D" front gives the passenger a most comfortable back rest.

A Timely Hint about Engine Dimensions.

I.

Vauxhall Motors, Limited, confine their manufacture of engines to those of 90 bore by 120 stroke, having established beyond question that, as regards the medium-powered car, these dimensions alone give the maximum satisfaction.

II.

No engine of different dimensions has shown itself capable of the results attained by the 90 by 120 Vauxhall.

III.

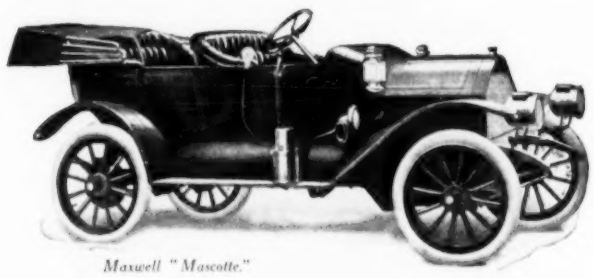
Intending purchasers of motor-cars are warned to ignore statements to the contrary, and counselled to investigate the claims of the famous Vauxhall car.

Olympia, Stand No. 55.

Vauxhall

VAUXHALL MOTORS, Ltd., 180-2, Great Portland Street, W.
'Phone: 4395 Mayfair. Tgrams: "Whirling, London."

SPECIALISTS IN 90×120 ENGINES
MAKERS OF THE BEST CAR
OF MEDIUM POWER IN THE WORLD.



Maxwell "Mascotte."

MAXWELL

'Mascotte' 22-h.p.

Four Seater, four cylinder engine, with 3 Lamps, Horn, Set of Tools, Tyre Repair Kit, etc.

£225

The "quality" car, built for years of service and *not for appearance only.* Manufacturing this model in thousands enables us to offer it at this price.

United International Motors, Ltd., cordially invite you to visit their new and commodious premises, 212-214, Great Portland Street, W., where models of the Maxwell "Mascotte," Stoddard-Savoy and their other well-known models are on exhibition.

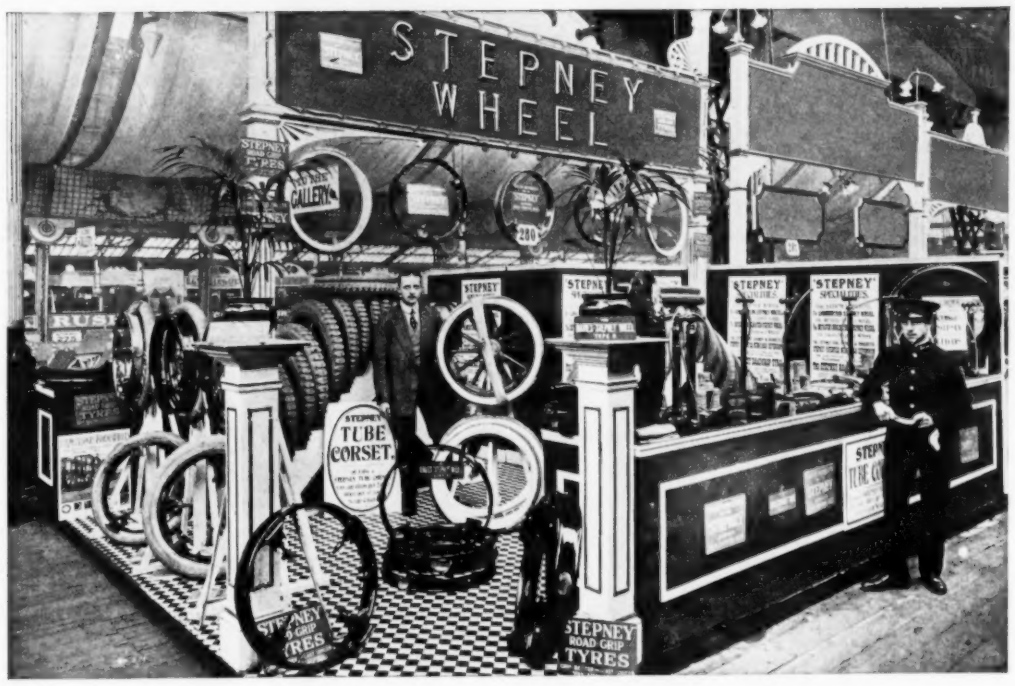
NOT at OLYMPIA.

Showrooms open from 9 a.m. to 11 p.m. during the Motor Show.

UNITED INTERNATIONAL MOTORS, Ltd.

212-214, GREAT PORTLAND STREET, LONDON, W.
Telegrams: Usmotolim, London. Telephone: 4674 Mayfair.

Visitors to the Motor Show at Olympia should not fail to call at STAND No. 286 Gallery.



Visitors to the Motor Show at Olympia should not fail to call at STAND No. 286 Gallery.

THE STEPNEY SPARE MOTOR WHEEL, LTD.,

Stepney Works, Llanelly, South Wales.

London Showrooms—168, Great Portland Street, and 93-95, Bolsover Street, W.

Telegrams: Works—"Wheels, Llanelly." Showrooms—"Wheelesque, London."

7192

At Stand 19

(Olympia Motor Show).

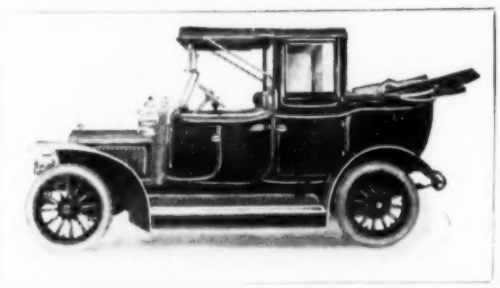
The Perfect Car

The **Adler**

Chassis with

Morgan

Coachwork.



Morgan & Co., Ltd.

The Complete Range of Models can be seen at our Showrooms.

127, Long Acre, W.C.
10, Old Bond St., W.

THE NEW

Crossley

15 h.p. £335 **20 h.p. £450**
chassis with tyres.

A FEW 1912 IMPROVEMENTS.

Adjustable chain drive to camshaft and magneto.
Improved radiator with adjustable fan.
Automatic pressure to petrol tank.
Leather cone clutch.
Detachable Rudge-Whitworth wheels.
Dunlop tyres.
New system of propeller shaft and rear-wheel brakes.

STAND 43, OLYMPIA.

CROSSLEY MOTORS, LTD. Dept. 1), Gorton, MANCHESTER.

London Offices: CHARLES JARROTT and LETTS, LTD., 45, Great Marlborough Street, LONDON, W.

C.D.C.

MAYTHORN'S MOTOR BODIES

ON FAMOUS CHASSIS,

STAND 128

CENTRE AISLE, OLYMPIA, Nov. 3rd. to 11th,

Are unsurpassed for

LIGHTNESS
HIGH FINISH
COMFORT
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DURABILITY

MAYTHORN'S "MICHAELSTOW" CABRIOLET.

Drawings and Estimates for Coachwork or Complete Cars on application to

MAYTHORN & SON, Biggleswade.

"A car of incomparable design and faultless workmanship."

STAND ·87· OLYMPIA

LANCIA

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Sole Concessionaires for Great Britain, India, & Colonies:
W. L. Stewart & Co., Ltd., 6 Albemarle Street, Piccadilly, W. 'Phone: 4124 Gerrard.
Telegrams: "Gazania, London."

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3 YEARS' GUARANTEE.

BEDFORD LUXURIOUS ECONOMY.

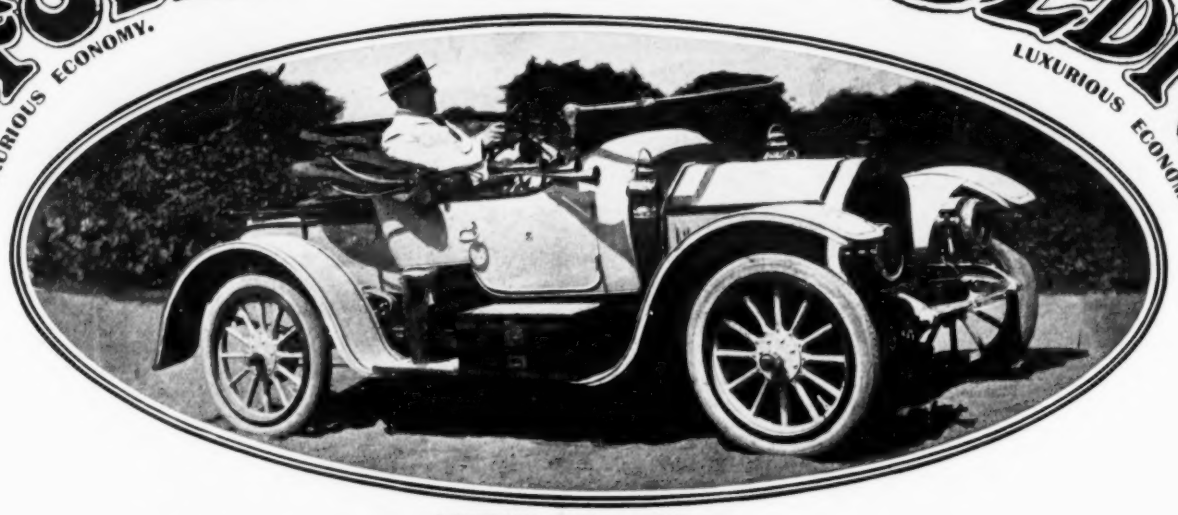
THE SMARTEST CAR ON THE ROAD

4-cyl. Chassis, 3-speed gear (without tyres)

15/18	18/22	28/32
£175	£220	£295

3 NEW 1912 MODELS.

BEDFORD LUXURIOUS ECONOMY.



"EMPRESS" BODY, FROM £45.

The BEDFORD 'FIFTEEN' has never been equalled.

15/18 4-cyl.

CHASSIS,

WITHOUT TYRES,

£175

50 SMART, EXCLUSIVE DESIGNS OF BODIES, suitable for all purposes and pockets. 50

BEDFORD

MOTORS, LTD.,
BEDFORD HOUSE,
LONG ACRE, LONDON, W.C.

15/18 4-cyl.

"BABY BROOKLANDS,"

2-seater body, complete, with 5 Lamps, Generator, Horn, Tools, Quick detachable Rims and Tyres.

£235

'Phone GERRARD, 6626. (3 lines)

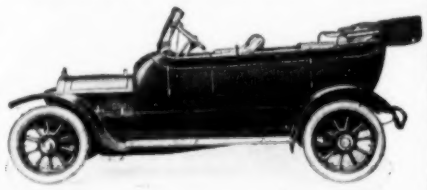
Telegrams—"Jelamco, London."

Stand No. 48, OLYMPIA.

Make a point of seeing the 1912 Models of

..The.. Famous STAR CARS.

Surely the Car which can put up such a performance as "STARS" did in the Standard Car Race of June 13th last must interest you. We shall be most pleased to see you and to give you the fullest information. If you should be prevented from attending the Show, our address is THE STAR ENGINEERING CO., LTD., Wolverhampton; London Depot: THE STAR MOTOR AGENCY LTD., 24, 25, & 26, Long Acre, W.C.



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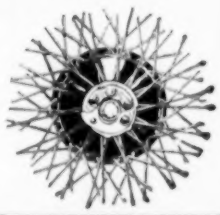
For 1912 the following firms—

Wolseley, Vauxhall, Sheffield-Simplex, Maudslay, Lanchester, Hispano-Suiza, Daimler, Crossley, Calthorpe, and Austrian Daimler

use nothing but

Rudge-Whitworth Detachable Wire Wheels

on all their cars and supply them without any extra charge. Rudge-Whitworth Detachable Wire Wheels are also fitted to over 100 other makes of cars and they can be fitted to any existing car of any make.



See STAND 301 at Olympia Show.

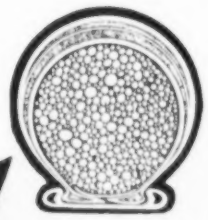
RUDGE-WHITWORTH, LTD. (Dept. 256), COVENTRY.
London Depots: 230, Tottenham Court Road, W.C.; 23, Holborn Viaduct, E.C.

Pfleumatic

"THE SAFEST FILLING FOR TYRES."

We have a new and interesting Catalogue dealing fully with Pfleumatic Tyre Filling now in press, and we shall be pleased to reserve an advance copy of this for every motorist who sends us his name and address.

Pfleumatic (1910), Ltd.,
86, Victoria Street, London, S.W.



Organised by the Society of Motor Manufacturers and Traders, Ltd. In connection with the Royal Automobile Club.

Open daily, 10 a.m. to 10 p.m.
FRIDAY, November 3rd, to SATURDAY, November 11th inclusive.

10th INTERNATIONAL MOTOR EXHIBITION OLYMPIA.

Patron—H.M. THE KING.

ADMISSION ONE SHILLING

except the following days:—

MONDAY, Nov. 6th.	2/6 before 5 p.m. (After 5 p.m. 1/-)
TUESDAY, Nov. 7th.	5/- before 5 p.m. (After 5 p.m. 2/6.)
THURSDAY, Nov. 9th.	Same as Monday.

THE WORLD'S FINEST MOTOR-CAR PRODUCTIONS.

Improvements in Engine Design. Magnificent Carriage Work.
Novelties in Car Lighting and Accessories.
Developments in Tyres, Wheels, and Ignition Systems.
Band of H.M. Coldstream Guards Thrice Daily.
Popular Catering by J. LYONS & CO., Ltd.

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